Modernized Data Center and Cloud, Digital Workplace, Security and IT Asset Management

Monday, June 8 | Tuesday, June 9 | Wednesday, June 10
Thursday, June 11 | Friday, June 12

THE SHI SUMMIT
JUNE 2020

Virtual Partner Showcase: *Available throughout the week.*
Optional live Q+A with participating partners: Tuesday, June 9, from 10:00 a.m. - 12:00 p.m. ET and 4:00 – 6:00 p.m. ET
Thursday, June 11, from 10:00 a.m. - 12:00 p.m. ET and 5:00 – 7:00 p.m. ET

DAY 1 — MONDAY, JUNE 8 • MANAGING COSTS FROM SURVIVAL TO SUCCESS

12:00 - 12:30 p.m. • **Navigating 2020: What History Taught Us and The New Lessons We Have Learned**

Thai Lee - President and CEO, SHI

12:30 - 1:15 p.m. • **How ITAM Supports the Trinity of Cost Cutting, Cost Optimization and Value Optimization (In a Post-Covid-19 World)**

As we return to the office and many organizations face the challenge of recovering from rapid and unplanned investment to enable remote working, or adjust their IT spending to reflect lost revenues, our experts will help IT leaders understand how to leverage IT Asset Management to support demands from the top to cut IT costs and optimize value.

Matt Fisher - Director - Digital Platform Strategy, SHI | **Neil Frodsham** - Global Director ITAM Services, SHI

1:30 - 2:15 p.m. • **SHI Breakouts**

Driving Cost Savings with ITAM Data	**Optimize Your Business by Leveraging DevOps Principals and Application Modernization**
SHI will explore how data can be transformed into valuable BI to unearth cost optimization opportunities within your data center or software subscriptions, often impacting your carbon footprint and overall IT spend.	Please join SHI as we examine the benefits of combining application modernization and DevOps principles to help you optimize your business, create a competitive edge, and drive efficiencies in your IT organization.
Claire Millsap - Sr. ITAM Customer Success Manager, SHI | **Jordan Bernstein** - ITAM Named Accounts Manager, SHI	Topics include: • Adopting modern application platforms and methodologies • Understanding the value of refactoring • Maintaining a competitive edge over your competition • Adopting a DevOps approach • Discovering the benefit of DevOps and modernizing your application delivery • Taking your business to the next level of success! **Dan Newman** - Principal Consultant, SHI | **Marc Cantelmo** - Director - Innovative Solutions, SHI

2:30 - 3:15 p.m. • **"Ask the Expert": Answers to All of Your Burning ITAM Questions: Moderated Panel**

Do you have a burning question about your software licensing, how to get executive support for ITAM, or how SAM can support your cost-saving goals? Submit your question, and our panel of experts will share their best advice and insight!

Danielle Kraft - ITAM Services Manager, SHI | **Phil Merson** - ITAM Consulting Services, SHI | **Stuart Dicken** - ITAM Services Director, SHI | **Jeff Seltzer** - ITAM Principal Consultant, SHI
Roberto Ceron - IITAM Technical Director, SHI

Moderator: Matt Fisher - Director - Digital Platform Strategy, SHI

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12:25 - 12:30 p.m. • **Summit Welcome & Introduction**

12:30 - 1:15 p.m. • **VMware Keynote** • **The Data Center Transformation Journey: Data Center To The Cloud**

A growing number of businesses now see cloud as key to successful digital initiatives. But making the transition from a traditional infrastructure can create almost as many challenges as it solves. Organizations typically have a complex mix of computer, storage and network resources that have evolved over time, and a workable path toward a virtualized and software-defined infrastructure isn't always clear. VMware can help you modernize your data center by bringing together previously isolated infrastructure silos so you can manage them as a single entity, bringing cloud-like capabilities back to an on-premises environment. By combining these once disparate elements into a holistic, software-defined, integrated platform, you'll reduce complexity, control costs, and increase agility while remaining cloud-ready.

Melissa Graham - Enterprise Vice President - Strategic Global Accounts, SHI
John Lens - Vice President, America's Software Define Data Center Strategy (SDDC) and Hybrid Cloud for the Virtual Cloud Networking & Security, VMware

1:30 - 2:15 p.m. • **SHI Breakouts**

Data Management and Protection Platforms for the Hybrid Cloud for Backup, Archiving and Disaster Recovery	**Living on the Edge: Why Edge Computing Is Set to Exponentially Grow Over the Next Four Years**
Two of SHI's leading subject matter experts on modern data protection strategies will focus on how we help customers develop an innovative strategy that meets today's current business objectives.	Join SHI's modern data protection leading subject matter experts to learn how to develop an innovative strategy that meets today's current business objectives.
Topics include: • Defining modern data protection platforms and solutions • Leveraging cloud for disaster recovery and archiving • Considerations for SaaS and cloud native applications • How to determine the best path for your organization	Topics include: • Understanding how edge computing can resolve business challenges of latency, bandwidth and security while delivering better overall experiences • Top edge computing, leading vendors, challenges and use cases • How SHI can help customers in all stages of adoption
Jeff Newton - Regional Solutions Manager, SHI | **Matt Graham** - Field Solutions Manager, SHI	**Robert Illing** - Principal Architect, SHI | **Dusty Cejka** - Principal Architect, SHI

2:30 - 3:15 p.m. • **Partner Breakouts**

The Modern Data Experience	**Data Center Transformation in the Post-COVID-19 World**	**Reimagine Your Hybrid Cloud with the World's Most Intelligent Hyperconverged Infrastructure**
Data storage delivered as-a-service allows customers to extract maximum value from their data while reducing complexity and expense. The Pure portfolio delivers The Modern Data Experience - simple, seamless and sustainable.	COVID-19 and the worldwide response have reshaped the demands on IT organizations, and a "new normal" for data center prevails. Learn how the pandemic has not only increased, but also created new demands for the data center, and how SHI and Intel can help you navigate flexible workload placement in this transformation process.	Intelligence changes everything when it comes to managing your hyperconverged infrastructure. SHI and Hewlett Packard Enterprise share how Artificial Intelligence Operations (AI-Ops) solves day 2 challenges and transforms the support experience for hyperconverged environments.
Tony Margliano - Principal Systems Engineer, **Pure Storage**	**Jason Lamb** - Cloud Solution Architect, **Intel**	**JeanPaul (JP) Bovaird** - General Manager, Software Defined & Hyperconverged, North America Sales, **Hewlett Packard Enterprise**

3:30 - 4:15 p.m. • **Partner Breakouts**

PowerStore: Designed for the Data Era	**Escape the Costs and Constraints of Protecting Your Data**	**Reducing Data Disruption in the Cloud**
PowerStore offers a practical, cost-effective method to unify your on-premises, edge, cloud and hybrid cloud strategies. Learn how we've leveraged our engineering resources to design an entirely new architecture to bring a high-performance, broadly versatile platform to the midrange space.	What if you could reduce risk while accelerating your journey to cloud? Druva expedites cloud initiatives with SaaS-based data protection that eliminates dedicated infrastructure and cuts costs by up to 50%. Backup data across on-premises, endpoints and cloud workloads into a single data lake that simplifies disaster recovery, eDiscovery, compliance, privacy and ransomware.	Driving agility, accelerating efficiency, staying secure and cost-effective across the hybrid and multi-cloud environment, Commvault is Cloud Data Management. Realize your multi-cloud value and data readiness in this session with Commvault.
Chris Lehner - Sr. Systems Engineer, Dell EMC Modern Data Center Team, **Dell**	**Stephen Manley** - Chief Technologist, **Druva**	**Brian Brockway** - Chief Technology Officer, Vice President, **Commvault**

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12:25 - 12:30 p.m. • **Summit Welcome & Introduction**

12:30 - 1:15 p.m. • **Intel Keynote** • **The Future of Work Is Now: What You Need to Know About the Trends Changing the Workplace**

During this joint session, Intel will examine how internal and external forces, such as the current Covid-19 pandemic, are dramatically changing where and how individuals work. We will delve into the creative solutions SHI and Intel are seeing customers implement to boost workforce productivity, improve employee engagement/retention, realize greater innovation, and deliver a better customer experience.

Peter Carufe - Vice President of Enterprise Sales, SHI | **Rachel Mushahwar** -VP & GM, US Sales Ent., Gov. - Next Wave Cloud Partners, Intel | **Jason Kimrey** - General Manager of Channel Scale & Partners, Intel

1:30 - 2:15 p.m. • **SHI Breakouts**

Critical Steps to Building Your Team

Some teams are unsuccessful because they fail to recognize the importance of virtual collaboration. As a remote team leader, you must successfully apply unique insights and techniques to guide performance and create work relationships with employees who may be hundreds or thousands of miles away. In this session, you will learn how to develop communication standards that help you get the most out of your team.

Ryan Huffine - Advanced Services Group Services Vice President, SHI
Kevin English - Director of Mobility, SHI
Joe Love - Program Manager, Lifecycles Services, SHI

Microsoft Teams: The Playbook to Successful Adoption

CHAT-MEET-CALL-COLLABORATE with Microsoft Teams. We'll discuss key strategies to drive successful adoption from the upfront planning and deployment, to adoption change management and training. We will provide thought leadership around strategies to drive awareness, change, and overall behavior to get the most out of the Microsoft Teams platform.

Rob Eyerkuss - Sr. Director - Corporate Training Group, SHI
Michael McCracken - Sr. Director - End User Solutions, SHI
Peter Bean - Regional Solutions Manager - UCC, SHI
John Winters - Regional Solutions Manager - UCC, SHI

Guidance on Deploying EMS and Teams

Learn best practices for empowering your employees to collaborate better using Microsoft Teams. This session will give guidance on preparing for an EMS deployment by using Teams to build a cross-functional group while leveraging MS Planner for tasks. We'll also cover how to improve Teams adoption with communication plans and best practices.

Thomas Nichols - Principal Architect, SHI
Sean Cassidy - Sr. Manager - Mobility Team, SHI

2:30 - 3:15 p.m. • **Partner Breakouts**

VMware Workspace ONE: How You Can Leverage It to Support a Variety of WFH Scenarios

Digital Transformation is currently at the top of the strategic agenda for many organizations, and digital workspaces can help ensure that your employees have the tools they need to do their jobs effectively and efficiently. We'll highlight how our Workspace ONE platform is delivering innovation in four key areas: Employee Experience, Modern Management, Hybrid Virtual Desktops/Apps, and Zero Trust Security. You'll walk away with an understanding of how the End-User Computing landscape is changing and why these areas are critical in today's ever-changing world.

Mike Jackson - Staff Partner Solutions Engineer, **VMware**
Ross Alacqua - Partner Sales Specialist - End User Computing, **VMware**

Work Anywhere: How The Apple Ecosystem Empowers The Modern, Mobile Workforce

Thanks to new technology, today's work is no longer confined by place and time. In this session, we'll highlight how you can achieve better business outcomes by leveraging the Apple ecosystem to onboard employees, securely connect them to the resources they need regardless of location, and provide ongoing support.

John Ford - Business Development Executive, **Apple**

Surface & M365: Cornerstones of Modern Management

Zero Touch Deployment has moved from theory to reality for Microsoft's Surface for Business portfolio, including laptops, tablets, 2-in-1s, and desktops. Learn about the latest products and solutions to deploy modern devices across your organization.

Mike Mento - Surface Solutions Specialist, **Microsoft**

3:30 - 4:15 p.m. • **Partner Breakouts**

The Modern Workplace for Today's Environment

The modern workplace has evolved, and technology's role in the workplace is also changing. The current COVID-19 environment necessitates advanced solutions where manageability is vital. Find out how Intel ensures your device fleet is ready for today and what's next.

Barry Heller - Client Platform Specialist, **Intel**

The Google Ecosystem: How It Can Help You Drive Results No Matter Where You Are

SHI is a Google Premier Partner focused on Google Cloud Platform, G-Suite, Chrome. With years of experience in the Google ecosystem, SHI's value to customers lies in the expertise of Google solutions and white glove support. Explore our continually evolving partnership and unique solutions for customers of all sizes.

Robert Harper - Director, Google Cloud Partnerships, **Google**
Brad Meyer - Head of North America Reseller Partnerships, **Chrome**

The Future of Work Meets Virtual Reality: How VR Will Change the Way You Work

We'll introduce you to virtual reality and its key drivers and benefits. You'll hear some common myths and misconceptions along with the top concerns and barriers to adoption. We'll highlight how businesses across a variety of industries are leveraging virtual reality to change how we work and live.

Dan Nieves - North America Enterprise AR/VR Solution Sales, **Facebook**

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12:25 - 12:30 p.m. • **Summit Welcome & Introduction**

12:30 - 1:15 p.m. • **Cisco Keynote** • **Flattening the Cyber Threat Curve**

The gap between cybersecurity risk and effective defense has never been wider. The rush to move business online in response to COVID-19 has dramatically expanded network access and cloud transformation projects, attracting cybercriminals who are eager to capitalize on the crisis.

This keynote session will highlight the current state of cybersecurity and how we can use this opportunity to think beyond "business as usual" to effectively address risk in a post-COVID-19 world.

Ryan Sheehan - Advanced Services Group Vice President, SHI | **Paul Barbosa** - Cyber Security Sr. Sales Director, U.S. Commercial, Cisco

1:30 - 2:15 p.m. • **SHI Breakouts**

Anatomy of a Cyber ATT&CK

How much easier would it be to defend your network if you could think like an attacker? Join this interactive session to learn real-world tactics and techniques used by threat actors. You'll learn how to quickly identify urgent security gaps, and demonstrate how you can prepare for and shut down cyber-attacks with the MITRE ATT&CK Framework.

Brad Bowers - Sr. Solution Architect - Security, SHI

Best Practices for a Secure Workforce

The rapid onset of the COVID-19 pandemic has forced the mass adoption of a remote workforce and created opportunities for attackers. We'll discuss how organizations can implement clear and comprehensive security policies, as well as technical controls such as multi-factor authentication, data loss prevention and secure remote access to ensure the safety and integrity of data.

Garth Whitacre - Field Solutions Manager, SHI

2:30 - 3:15 p.m. • **Partner Breakouts**

Protecting Your Data's Journey to the Cloud While Enabling Cyber Resiliency

Ransomware attacks are increasingly costly and disruptive. The total cost of an attack — including remediation efforts and lost revenue — can be thousands to millions of dollars and because many have yielded six-figure profits, cybercriminals have no incentive to stop.

This session will cover the ransomware pandemic, and how organizations can defend themselves by backing up and managing data to protect physical, virtual, database and cloud environments against data loss. We will demonstrate how effortless it is to ensure cyber resiliency and provide near instant recovery of data in the event of an attack.

David Siles - Global Field CTO, **Rubrik**

Zero Trust Guidance in a Work-From-Home World

The traditional workspace is a thing of the past. The adoption of mobile and cloud technologies has enabled employees to work from anywhere, anytime, as long as there's an internet connection. People – and their identities – are now the single control point across users, devices and networks.

This session will outline how organizations can use identity as the foundation of a Zero Trust strategy to ensure only the right people have access to critical resources.

Brock Dooling - Associate Partner Sales Engineer, **Okta, Inc.**

Threat Actor Opportunism & COVID-19

Cyber threat actors of both the nation-state and criminal varieties are notorious for engaging in opportunistic attacks to achieve their malicious objectives. Unfortunately, the global COVID-19 pandemic is no different. We'll discuss high-level strategic observations as well as tactical intelligence pertaining to threat actor exploitation of COVID-19.

Jason Rivera - Director: Strategic Threat Advisory Group, **CrowdStrike**

3:30 - 4:15 p.m. • **Partner Breakouts**

Security-Driven Networking & Getting Security Right

COVID-19 has accelerated and compounded security and digital transformation challenges. The shift to contactless commerce and communications is highlighting underlying weaknesses of current cybersecurity strategies. From the IoT edge, across highly distributed networks and into multi-cloud deployments, security must be embedded with data. This session will review practical approaches to executing a risk management strategy that meets the reasonable care standard while delivering on business objectives and compliance requirements.

Jonathan Nguyen-Duy - Vice President, Global Field CISO Team, **Fortinet**

Tackling the Cybersecurity Challenges of Our "New Normal"

Within a few short months, "business as usual" has become anything but. As IT and security teams work around the clock to execute business continuity plans and secure data and cloud environments, cyber attackers have been working just as hard to exploit weaknesses.

We'll highlight what we can learn during COVID-19 to continue to strengthen our security posture and response to emerging threats. We'll discuss key lessons we can learn from the pandemic to help us develop real-time cyber defense adaptability.

Greg Richardson - Chief of Staff, Office of the CTO, **McAfee**

Addressing the Human Element of Cybersecurity

No one planned for the global work-from-home effort driven by COVID-19. Organizations are struggling to securely enable access to resources and address escalating attack campaigns across email and cloud.

We'll focus on how organizations can achieve protection and visibility for their greatest cybersecurity risk—their people – and we'll highlight security best practices and solutions for advancing security awareness, securing sensitive data, and adapting to the latest threats during COVID-19 and beyond.

Ryan Kalember - EVP, Cybersecurity Strategy, **Proofpoint**

4:15 - 4:45 p.m. • **"Ask the Experts" Panel: Bridging the Cybersecurity Gap**

This panel will explore the most pressing cybersecurity issues organizations are facing today, and how to successfully address them. Topics will include innovative approaches to the latest threats, remote workforce security, identity and access management, data security, breach defense, and protecting multi-cloud environments. Panelists will highlight case studies from their own experiences and share best practices and lessons learned.

Rob Olejnicki - Field Solutions Engineer - Security, SHI | **Philip Armbrust** - Regional Solutions Manager - Security, SHI | **Brad Bowers** - Sr. Solution Architect - Security, SHI | **Garth Whitacre** - Field Solutions Manager, SHI
Moderator: David O'Leary - Sr. Director of Security and Risk Management Practice, SHI

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12:25 - 12:30 p.m. • Summit Welcome & Introduction

12:30 - 1:15 p.m. • The Software Audit: Not Unlike the Dreaded Visit to The Dentist – Only More Painful and Expensive

Software audits may not be that different from an annual trip to the dentist, after all. No one derives pleasure from the experience, but good audit preparedness can be like maintaining good dental hygiene. Hear directly from this former CIO about his experience with a software audit, and how SHI was just what the doctor ordered.

Jeff Seltzer - ITAM Principal Consultant, SHI

1:30 - 2:15 p.m. • ITAM Steps Every Organization Must Take to Manage Risk and Contain Costs During a Crisis

In this session, our ITAM experts will share their top cost containment and risk mitigation strategies to address the collateral damage brought about by COVID-19.

Ronan O'Carroll - ITAM Principal Consultant, SHI | **Preston Davis** - Sr. ITAM Consultant, SHI

On-Demand Workshops • Available Throughout the Week

Masterclass – Learn to Read and Interpret a Microsoft License Statement

Learn what a Microsoft License Statement is, how to understand what is being represented and any known issues. By the end of the session, you will have a better understanding of how you can make the Microsoft License Statement work for your organization.

Adrian Butler - Sr. ITAM Consultant, SHI | **Danielle Kraft** - ITAM Services Manager, SHI

Masterclass – Microsoft 365 and Office 365: Licensing, Updates and What's to Come

Learn what Microsoft 365 and Office 365 offerings are currently available, new Mini Suites that have been released, and use cases for Firstline plans. In addition, you will walk away with an understanding of the use rights for plans including device and on-premises license rights, what updates were made around functionality and features, and news on what's coming next.

Michelle Forister - Sr. Microsoft Licensing Executive, SHI | **Danielle Kraft** - ITAM Services Manager, SHI

Masterclass – Deep Dive – Sure Fire Ways to Achieve 365 Cost Optimization

In this session, Stuart Dicken, ITAM Services Director at SHI, will cover several common scenarios where SHI's no-charge 365 Cost Optimization service has found significant cost savings and service adoption opportunities for customers to help them achieve maximum ROI from their O365 investment.

Stuart Dicken - ITAM Services Director, SHI