



**Building your data center of the future:
Strategies for optimizing data center performance, costs and scalability**

Europe,
the Middle East and Africa
Premiere

US, Canada
and Latin-America
Premiere

Asia Pacific and
Japan
Premiere

July 13th

July 14th

July 15th

Time Zone Abbreviations
UTC/GMT Offset
Reference

	WEST GMT+1 London Lisbon Tunis	CEST GMT+2 Paris, Rome Madrid Berlin	EEST GMT+3 Helsinki Athens Cairo Nairobi	MSD GMT+4 Moscow Abu Dhabi Dubai	PDT GMT-7 Vancouver San Francisco Mexicali	CDT GMT-5 Manitoba Houston Mexico City Bogota	EDT GMT-4 Ottawa Washington Santiago	BDT GMT-3 Buenos Aires Sao Paulo Montevideo	IST GMT+5:30 Bangalore New Delhi Sri Lanka	SST GMT+8 Singapore China, HK Taiwan	JST GMT+9 Tokyo Seoul	AEST GMT+10 Sydney Melbourne
Doors Open/Exhibit Hall Open/Networking Lounge Open	13:00	14:00	15:00	16:00	8:00	10:00	11:00	12:00	9:30	12:00	13:00	14:00
Opening Keynote Choosing the right data center and IT architecture to meet the needs of the business - Donna Scott												
Session 1 Three signs that it's time to transform your data center - Hande Sahin-Bahceci and Bob Meyer	13:10	14:10	15:10	16:10	8:10	10:10	11:10	12:10	9:40	12:10	13:10	14:10
Exhibit Hall / Live Chats	14:00	15:00	16:00	17:00	9:00	11:00	12:00	13:00	10:30	13:00	14:00	15:00
Session 2 Building a converged infrastructure environment to overcome application and IT sprawl in the data center - Duncan Campbell	14:30	15:30	16:30	17:30	9:30	11:30	12:30	13:30	11:00	13:30	14:30	15:30
Session 3 Changing networking to unlock business value - Jay Mellman												
Exhibit Hall / Live Chats	15:30	16:30	17:30	18:30	10:30	12:30	13:30	14:30	12:00	14:30	15:30	16:30
Session 4 Data center facilities optimization strategies for design, reliability, and environmental efficiency - Peter Gross	16:00	17:00	18:00	19:00	11:00	13:00	14:00	15:00	12:30	15:00	16:00	17:00
Closing Keynote Case study: Data center transformation results in billion dollar annual savings - Pete Karolczak												
Exhibit Hall / Live Chats	17:00	18:00	19:00	20:00	12:00	14:00	15:00	16:00	13:30	16:00	17:00	18:00
Adjourn	17:30	18:30	19:30	20:30	12:30	14:30	15:30	16:30	14:00	16:30	17:30	18:30

Live chats with experts will be available during premieres. Keynotes and sessions will also be available On Demand until October 15th. Agenda is using Current Time zone offset applying Daylight Saving Time in those cities/geographies that officially use DST. The GMT offset under does reflect daylight saving time adjustments.