








2010 Agenda

MONDAY, JUNE 14, 2010				
6:00-7:30 PM	Early Registration			
TUESDAY, JUNE 15, 2010				
7:00-8:00 AM	Registration and Demo Lab with Welcome Refreshments sponsored by RES Software			
8:00-8:30 AM	Opening Keynote: State of the Desktop Virtualization Industry in 2010 Presented by Brian Madden			
8:30-8:45 AM	Moving Break – Demo Lab is open			
8:45-10:00 AM	Advanced Hyper-V Architecture in a VMware World Presented by Michael Burke	Backup and Restore of VDI: The Topic No One Talks About Presented by Brad Maltz	The “AppSense VUI” – The Infrastructure Solution to User Virtualization Presented by Simon Rust Sponsored session with AppSense	BYOPC – IT Panacea or Management Nightmare? Presented by John Whaley & TJ Purtell
10:00-10:15 AM	Moving Break – Demo Lab is open			
10:15-11:30 AM	Resolving Brian’s Paradox: How to Increase VDI Desktop Density to Rival Terminal Services User Density in 3 Easy Steps Presented by Chetan Venkatesh & Brian Madden	Thin Clients: Fundamental Flaws and Opportunities... A Discussion Presented by Jeroen van de Kamp, Moderated by Shawn Bass	Troubleshooting and Monitoring Your XenApp Environment with EdgeSight Presented by Mike Nelson	What’s Really in a Thin or Zero Client – Believing the Wrong Vendors can Really Screw up Your VDI Installation Presented by Jeff McNaught Sponsored session with Wyse
11:30 AM-12:30 PM	Demo Lab with Lunch sponsored by Xiotech			
11:50 PM-12:20 PM	Lunch & Learn Session sponsored by VMware Desktop World of 2015 – What Does Your Enterprise Desktop Environment Look Like in 2015 and What Types of Platform(s) Will Evolve to Deliver It? Presented by Scott Davis, VMware Desktop CTO			
12:30-1:45 PM	Advanced Web Interface Customizations Presented by Sam Jacobs	Performance Monitoring Windows Servers: The Next Generation of Built-in Windows Tools Presented by Ian Parker	The Best Freeware Tools for Application Virtualization Administrators Presented by Wilco van Bragt	Ask the Experts Panel Discussion Presented by Brian Madden, Rick Mack, Shawn Bass& Patrick Rouse Sponsored session with Quest Software
1:45-2:45 PM	Demo Lab and Afternoon Refreshment Break			
2:45-4:00 PM	Remoting Protocols Turned Inside Out Presented by Benny Tritsch & Shawn Bass	The Client Hypervisor – A Deep Dive into Type 1 Virtualization on Client Devices Presented by Roy Tokeshi & Steve Greenberg	Mandatory and Default User Profile Tuning Presented by Jon Wallace	Desktop Transformation: From a Static Desktop to a Dynamic Workspace! Presented by Max Ranzau Sponsored session with RES Software
4:00-4:15 PM	Moving Break – Demo Lab is open			
4:15-5:30 PM	Apps Gone Wild: Useful Tips and Tricks for Troubleshooting Application Issues in Your Environment Presented by Michael Thomason & Kevin Goodman	An Intro to PowerShell and Why You Need It Presented by Brandon Shell	Honey, I Shrunk the Storage Presented by Chetan Venkatesh Sponsored session with Atlantis	Microsoft Licensing in a Client Virtualization Environment Presented by Nathan Coutinho
5:45 PM	Transportation Pickup for Lucky Strike Evening Event			
6:00-8:00 PM	<div style="text-align: center;">   </div> <p>Lucky Strike Evening Event sponsored by <i>Interact with your peers over some bowling and billiards, and enjoy complimentary pizza as well as open bar! (Transportation to/from the Hilton Chicago Hotel will be provided.)</i></p>			

WEDNESDAY, JUNE 16, 2010

7:30-8:30 AM	Demo Lab with Welcome Refreshments sponsored by Quest Software			
8:30-9:45 AM	Large Farm Design Considerations for XenDesktop: Real World, Enterprise Scaling Presented by Nick Rintalan	XenApp 6 in a VDI World Presented by Joe Shonk	Windows 7 and the Virtual Desktop Revolution Presented by Daniel Feller	20 Common Myths and Useful Facts about the PCoIP Protocol Presented by Ziad Lammam Sponsored session with Teradici
9:45-10:45 AM	Demo Lab and Morning Refreshment Break			
10:45 AM-12:00 PM	Profile Streaming vs. Profile Segmentation Presented by Benny Tritsch, Kevin Goodman & Shawn Bass	MFCOM to PowerShell: How to Make the Transition Presented by Jason Conger & Brandon Shell	Citrix Provisioning Server Survival Track Reloaded Presented by Thorsten Rood	Revelations of a Thin Client Technologist Presented by Tom Flynn Sponsored session with HP
12:00-1:00 PM	Demo Lab with Lunch sponsored by AppSense			
12:20-12:50 PM	Lunch & Learn Session sponsored by VMware Virtual Desktop Workload Considerations – What Should You Look for in a Workload Tool? Presented by Fred Schimscheimer, Senior Technical Marketing Engineer			
1:00-2:15 PM	Microsoft's RemoteFX – Indistinguishable from a Local Desktop Presented by Tad Brockway	The Top 10 Reasons Why Remote Desktop or XenApp Projects Fail, AND the Top 10 Reasons VDI Projects Fail Presented by Claudio Rodrigues	Get Under the Hood of Citrix XenClient Technology Presented by Harry Labana & Tom James Sponsored session with Citrix and Intel	Live Demo: Installing & Implementing Citrix VM Hosted Apps and Microsoft RemoteApp for Hyper-V Presented by Wilco van Bragt
2:15-2:30 PM	Moving Break – Demo Lab is open			
2:30-3:45 PM	A Complete Application and Desktop Delivery Solutions Overview (2010-2011 version) Presented by Ruben Spruijt & Shawn Bass	Cloudbursting XenApp – Hype or Reality? Presented by Rick Dehlinger & Jim Moyle	Understanding and Optimizing Disk Access Patterns for Desktop VM Workloads Presented by John Whaley & TJ Purtell	Simplifying Storage Management in a Virtualized Environment Presented by Peter Selin & Chad Bittner Sponsored session with Xiotech
3:45-4:45 PM	Demo Lab and Afternoon Refreshment Break			
4:45-6:00 PM	Towards a New Desktop: The Future of Client Computing Presented by Martin Ingram & Brian Madden	App-V vs. ThinApp: Head to Head Presented by Michael Burke & Tim Mangan	Citrix XenClient Hypervisor Beta Review and in Depth Look Presented by Thorsten Rood	Red Hat Enterprise Virtualization for Desktops: Introduction Presented by Chuck Dubuque Sponsored session with Red Hat
6:00-7:00 PM	<p align="center">    </p> <p>Geek Out Event sponsored by <i>Geek Out is a light-hearted "geek" game show where we choose participants from the audience. Match your wits and test your skills during this exciting evening event, taking place in the Exhibit Hall. (Drinks will be served.)</i></p>			

THURSDAY, JUNE 17, 2010

7:30-8:30 AM	Demo Lab with Welcome Refreshments sponsored by Symantec			
8:30-9:45 AM	Best Practice in Virtualizing Terminal Services and Virtual Desktops – THE Virtual Reality Check Presented by Ruben Spruijt & Jeroen van de Kamp	Server Virtualization – Success! VDI? Not So Much. Why VDI Adoption Has Been Slow and How Desktop Virt Will Change in the Future Presented by Ron Oglesby	Citrix XenApp and XenDesktop with App-V Presented by Tim Mangan	
9:45-10:45 AM	Demo Lab and Morning Refreshment Break			
10:45 AM-12:00 PM	Lessons Building User Experience Technology and Future Trends Presented by Harry Labana & Brad Pedersen	Microsoft's RemoteFX Virtual GPU – Everything You Want to Know About It Presented by Karthik Lakshminarayanan	Why is Desktop Virtualization so Complex? Pulling Out the Complexity Presented by Martin Ingram	Application Delivery in VDI: Install, Deploy, Click – The Easy Button Presented by Michael Thomason Sponsored session with Symantec
12:00-1:00 PM	Demo Lab with Lunch sponsored by Teradici			
12:20-12:50 PM	Lunch & Learn Session sponsored by NetApp How to Optimize Storage for Performance and Capacity: A Bottom-up Strategy for Desktop Virtualization Success Presented by Chris Gebhardt, Reference Architect			

1:00-2:15 PM	Streaming Smackdown 2010 Presented by Ruben Spruijt	Live Debate Smackdown – Virtualization vs. Bare Metal for XenApp and RDS Workloads Presented by Steve Greenberg & Joe Shonk	Migrating to Windows 7 – A Perspective approach Presented by Kevin Goodman & Jeroen van de Kamp	The Client Hypervisor – How Many Degrees of Separation Do You Need Between You and Your Hardware? Presented by Doug Coombs
2:15-2:30 PM	Moving Break			
2:30-3:45 PM	Take Control of Your Software Vendor Relationship! Follow These Steps to Get Your Vendor Working for You! Presented by Kevin Goodman & Michael Thomason	Citrix XenDesktop and VMware View: Head to Head Presented by Mike Nelson & Joe Shonk	Login VSI 2.1 PRO Hands-on Jumpstart and Best Practice Presented by Jeroen van de Kamp	Building a Low Cost Home Lab, the Virtual Way Presented by Simon Gallagher
3:45-4:00 PM	Move to Closing Keynote Presentation			
4:00-5:00 PM	Closing Keynote Presentation and Prize Giveaways			

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