



IDC Mexico StorageVision

Confronting the Storage Explosion

May 28, 2003

Camino Real Mexico City, Mexico

 **IDC**
Analyze the Future



IDC MEXICO STORAGEVISION

CONFRONTING THE STORAGE EXPLOSION

The storage explosion is real. IT managers across Latin America have been impacted by the explosion in storage requirements. The growth of storage has been so fast that many organizations have not had a chance to properly address the situation and are seeking guidance in this business-critical area. In addition, executives who have been given the responsibility for managing their storage resources are finding they are overwhelmed and under-resourced. The impact of the storage explosion is evident — irrespective of the size of the organization — and temporary fixes have not proven to be sufficient.

IDC Mexico StorageVision will provide an update on the key trends and issues impacting user organizations. Using information from IDC's latest forecasts of the storage market in Mexico, Latin America, and around the globe, this event will provide you with insight into new developments in this important market and address new and emerging solutions.

This Event Will Answer the Following Questions:

- What are the alternatives for an effective enterprise storage strategy?
- What benefits can I expect from the “virtualization” of storage?
- What is the consequence of the commoditization of storage hardware?
- What is the place of the storage appliance in my storage infrastructure?
- How do the critical issues of access, availability, reliability, privacy, and security impact on storage system design?
- Can software enable my IT management to effectively control the growth in storage?
- What are the implications for storage over IP?
- How do I guard against serious data loss that would threaten my organization's survival?
- What are the trends for tape and optical storage?

Who Should Attend?

Senior executives, including CIOs and CTOs; network management; system architects; storage architects; IS/IT managers; contingency planners from the following:

- End-user companies
- Computer hardware vendors, resellers, and channel partners
- Media and key publications

8:30 AM–9:30 AM

Registration

9:30 AM

IDC Storage Market Outlook

Robert Gray, Storage Research Director, IDC

Recent events have made it increasingly necessary for IT managers across Latin America to address the overall needs of their organization for a well-designed and effective storage infrastructure. The growth in the capacity of storage that is required to be managed has produced new pressures. Indeed, day-to-day issues have limited the ability of organizations to properly address the situation and to seek guidance. In this session, join Robert Gray as he discusses the key trends and issues impacting user organizations. Topics include networked storage, iSCSI, serial ATA disks in the enterprise, rapid recovery, and more.

10:00 AM

Storage Management Secrets: Tactics, Tools, and Techniques to Succeed

Hermann Pais, Latin America Productivity Manager, EMC

The cost of storage management is far outpacing the cost of storage — some research shows the ratio to be 4:1, others by as much as 7:1. This is due to the rising complexity in implementing a variety of NAS and SAN storage networks under operating systems, file systems, and databases, all at a time when businesses are operating with less rather than more IT budget. In this session, EMC will discuss how automating the management of the networked storage infrastructure in order to mask the complexity of this multivendor environment is a requirement in today's marketplace.

10:45 AM

Morning Break

11:15 AM

Information Life-Cycle Management

Steve R. Fine, Senior Director, Global Professional Services, StorageTek

Information life-cycle management, “the ability to balance information’s changing value with the cost of storing and managing it over time,” is about a company’s ability to store, manage, replicate, and integrate information in a cost-effective manner. In this session, Mr. Fine will present the information life-cycle management strategy, concepts, and architecture, including online, inline, nearline archiving and vaulting technologies, and management and replication software. Attendants will hear about innovative examples, such as video broadcasting, email, video surveillance, and document management among others.

11:45 AM

The Brightest View of Storage

Jim Comstock, Director of Strategic Planning, Sun Microsystems

As storage demands continue to grow, solutions that help customers reduce TCO and complexity in today's storage environment are a necessity. Customers are looking for increased service levels and more flexible, adaptive IT architectures for their organizations. In this session, Sun will describe these and other storage trends while presenting its strategy in the marketplace.

12:15 PM–2:00 PM

Lunch

2:00 PM

Adaptive Storage Infrastructure to Serve Your Business Needs

Carlos Díaz, Marketing Director, Network Storage Solutions Latin America, HP

Today's storage infrastructure must respond to the needs of customers who are operating in a volatile business world of unpredictable markets, while looking for a more competitive advantage. Storage Infrastructure must deliver critical business services that are open, integrated, and able to adapt to customer needs to reduce IT costs, minimize IT complexity, and maximize current IT resources. In this session, HP will describe these challenges and how its Storageworks Solutions are designed to increase return of IT (RoIT), maximize business agility, and reduce risk.

2:30 PM

Storage Redefined

Scott Rose, Group Product Manager, VERITAS Software

The challenges IT departments are facing are becoming more complex. Shrinking IT budgets combined with server consolidation and self-service applications are requiring today's storage architects to find new ways to fulfill their mission-critical role. Interoperability, resiliency, and efficiency are the cornerstones of effective storage management. In this session, VERITAS Software will present hoits Adaptive Storage Architecture provides solutions that allow storage architects to create heterogeneous environments that are more reliable, easier to manage, and more adaptive to change.

3:00 PM

Only the Strongest and Leanest Storage Networks Will Survive

Ricardo Garcia Jaeger, Country Manager, Network Appliance

The end of the block versus file debate marks the beginning of a new evolutionary period for storage systems, where only the strongest and leanest storage networks will survive. Mr. Jaéger will discuss the landscape of this new era of converged protocols by addressing important issues such as the pervasiveness of IP, the increasing need for remote access, downtime, and reducing costs. He will also address the new solutions that decision makers face, including storage virtualization, SAN-appliances, combination NAS/SAN products, and, of course, the great protocol debate — iSCSI versus Fibre Channel.

3:30 PM

Afternoon Break

4:00 PM

The Value of Virtualization

Daniel Cavalcanti, Storage Systems Product Manager, IBM

Storage virtualization reduces total cost of ownership by enabling systems administrators to view and access a common pool of storage on a network and increase storage utilization on existing storage servers. As a leading innovator in storage virtualization, IBM will present its vision on storage virtualization and reflect on the effect it will have in productivity gains and cost management in today's networked company.

4:30 PM

Challenging times for Mid-size Companies

Arthur B. Edmonds, Jr., Senior Director of Data Network Technologies, Hitachi Data Systems

The impact of the global economic downturn has forced mid-size companies to drive business growth while reducing their spending. They face many challenges like doing more with less and simplifying the administration of their IT infrastructure. This presentation will help mid-size companies structure a solid framework that will guarantee the optimization of their resources and will help them protect their most valuable asset: information. Hitachi Data Systems will discuss these requirements and how storage technologies can be deployed in practical and sensible ways now and into the future.

5:00 PM

Conference Conclusion

Attend IDC Mexico StorageVision and receive the following:

- IDC's "vendor-neutral" assessment of the storage market in Latin America and Mexico, including market trends and key issues
- Insightful presentations from leading storage vendors
- Access to a URL containing copies of all presentations submitted
- A new IDC White Paper that highlights and addresses the key issues relating to storage and storage management
- An opportunity to view the latest offerings from the sponsors of Mexico StorageVision
- The opportunity to directly ask pertinent questions to the leading vendors such as "How can I protect my existing investment as storage technology advances?"

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May 28, 2003 — Camino Real Mexico City, Mexico

REGISTER NOW

1. By phone:
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Mexico: please call 52-55-5284-9522
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About IDC

IDC delivers dependable, relevant, and high-impact data and insight on information technology to help organizations make sound business and technology decisions. We forecast worldwide IT markets and technology trends and analyze IT products and vendors using a combination of rigorous primary research and in-depth competitive analysis. We're committed to providing global research with local content through more than 700 analysts in 43 countries worldwide. Our customers comprise the world's leading IT suppliers, IT organizations, and the financial community. Additional information can be found at www.idc.com.

What Your Registration Includes

- Admission to sessions
- Continental breakfast, lunch, and coffee breaks
- Access to presentations online*

* Printed proceedings will not be available at the conference. Within a week after the event, presentations will be available to attendees via www.idclatin.com.

Venue

Camino Real Mexico City
Mariano Escobedo 700
Mexico City, Mexico, 11590
www.caminoreal.com/mexico

Hotel Reservations

Camino Real Mexico City
Mariano Escobedo 700
Mexico City, Mexico, 11590
Phone: 52-55-5263-8888
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Payment

Registrations must be accompanied by full payment. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC Mexico.

Cancellation Policy

Substitutions may be made at any time by faxing a written request to: IDC Mexico 52-55-5284-9518 or IDC Miami 1-305-717-3181. Cancellations communicated to IDC by May 23, 2003 are subject to a 1,000 Mexican Pesos processing fee. Registrants who either cancel after May 23, 2003 or do not attend the conference are liable for the full registration fee.

REGISTRATION FORM

Please fill out the form below. For additional registrants, please make photocopies.

All Fields Required

Name _____
Title _____
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HOW DID YOU HEAR ABOUT THIS EVENT? (Choose One)

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Please enter your brochure priority code: _____

REGISTRATION RATE

2000 Mexican Pesos

PAYMENT METHOD

Note: Registrations must be accompanied by full payment in order to be processed. You may pay by credit card (American Express, Visa, or MasterCard) or check, payable to IDC Mexico.

I authorize IDC to charge my credit card for the total registration fee due.

Credit Card: American Express MasterCard Visa

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Expiration (mm/yy): _____

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Signature (if faxing or mailing): _____

I have enclosed a check (payable to IDC Mexico) Amount Enclosed: _____

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ATTENDEE PROFILE

All Fields Required

What is your job title?

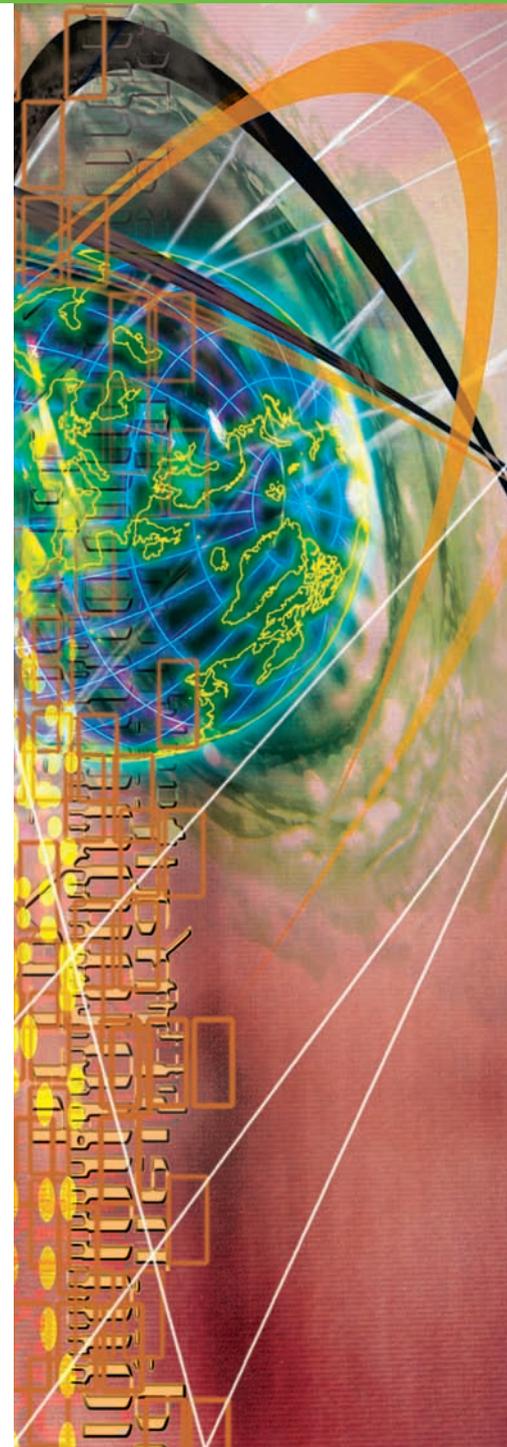
- President/CEO/Partner
 General Manager/Managing Director
 CIO/CTO/Vice President
 Director
 Manager
 Consultant/Analyst
 Other

If "other," please specify: _____

What is your job function?

- Executive management
 Business development
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 Operations
 Partnerships and alliances
 Strategic planning
 Other

If "other," please specify: _____





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