

# Hybrid Enterprise IaaS Cloud – what you need to know!

## What is this event about?

Cloud computing models are well established and here to stay. Many organizations in South Africa face the challenge of needing to update legacy systems and practices to keep pace with customer and partner expectations, but have existing investments in technology and skillsets. How to remain agile and competitive in a world where barriers to market entry are low, whilst maximizing existing technology investment are key questions to be answered.

There is much discussion and ‘noise’ in the market place about cloud computing. Many players present ‘cloud services’ that often do not meet even fundamental principles of elasticity, pay-as-you go consumption models and massive scalability.

Based on real experience gained in the field from multiple cloud projects, and an international client base, ShapeBlue and Citrix will share insights on what to look for, how to accelerate your cloud strategy and provide a practical starting points for the journey.

## Who should attend?

This event is suitable for IT leaders, line of business executives and the technical community who need to understand what the next steps are in developing cloud strategies, or those who need a practical starting point to kick-off.

## Agenda

- 09h00 Arrival & registration
- 09h30 [Hybrid Cloud – what is it and how do I get one?](#)  
Dan Crowe, ShapeBlue Managing Consultant South Africa.
- 10h05 [Keynote – IaaS, the business use cases.](#)  
Giles Sirett, CEO ShapeBlue
- 10h50 Break
- 11h15 [Citrix Systems and the Hybrid Cloud – the latest.](#)  
Mike Church, Enterprise Manager, Citrix Systems South Africa
- 11h35 [Deep Security in the cloud](#)
- 12h00 [Q & A on the challenges specific to South Africa](#)
- 12h15 Networking lunch
- 13h00 Close

Date: 3rd July '14 – JHB  
 Time: 09h00 - 12h00  
 Venue: Westcon Comztek,  
 9 Cambridge Commercial  
 Office Park, 22 Witkoppen  
 Road, Paulshof,  
 Johannesburg

Date: 4th July '14 – CT  
 Time: 09h00 - 12h00  
 Venue: African Pride Crystal Towers  
 Hotel, cnr Century  
 Boulevard & Rialto Road,  
 Century City, Cape Town

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### Giles Sirett

Giles is CEO of ShapeBlue, the leading independent global CloudStack advisor, chairman of the European CloudStack user group, and Project Management Committee (PMC) member and committer on the Apache CloudStack project.

As the founder of ShapeBlue, Giles has been at the forefront of some of the largest international cloud build projects. Giles brings a wealth of practical and commercial expertise on cloud adoption, and will share real-life customer experiences. His keynote talk will introduce the business use cases for cloud services, and address the organizational changes that are commonly faced.



### Mike Church

Mike is Enterprise Manager at Citrix Systems South Africa, and has experience working directly with some of the largest service provider and enterprise customers in South Africa as they develop mobility, virtualization and cloud orchestration strategies. Mike will discuss Citrix’s position in relation to cloud services, and update on recent announcements as well as what can be expected from Citrix over the course of the coming months.



### Dan Crowe

Dan is Managing Consultant for ShapeBlue South Africa. Based from offices in Cape Town, Dan is responsible for establishing ShapeBlue’s sub-saharan African presence and building out local capability and customer awareness of the benefits of cloud computing models, and associated technologies, as well as the local go-to-market strategy.

Dan will discuss the ‘hybrid cloud’ model, adoption trends in South Africa, and present a pragmatic starting point for South African organisations looking to start or develop their journey to the cloud.