

**9:00 – 10:00 Registration, Breakfast & Networking**

Welcome to the 6<sup>th</sup> annual CIOarena Atlanta Conference at Four Seasons Atlanta. Take time to meet with peers and select exhibitors over a continental breakfast within the ballroom networking area.

**10:00 – 10:15 The Evolution of Operational Intelligence**

While technology advances continue to innovate, they also drive up complexity. Optimizing availability, security and performance is table stakes. Leveraging your IT toolset to support business operations, with insights your business operations can use, is critical.

Gartner and others call this emerging domain IT Operational Analytics (ITOA). This session will examine how ITOA – using wire data analytics – provides unparalleled visibility beyond the network, beyond your premises and into the cloud, for the entire suite of applications and services supporting your business.

**10:15 – 10:45 Dealing with the Mega Vendor Microsoft – Saving time, Money, and Aggravation during an EA Renewal or Audit**

Tired of Microsoft being in the driver's seat in every negotiation? Learn to speak their language and take back control! Learn how to reduce licensing costs 20-40% by translating complex Microsoft Licensing Agreements into clear requirements that align to your business and technology requirements. In this session you will learn the top strategies for: negotiating a Microsoft EA/O365 Agreement AND positioning/addressing a SAM (Audit) engagement.

**10:45 – 11:15 Transforming Business Applications into Systems of Engagement**

Companies have invested millions of dollars and decades of work into automating and customizing their business applications only to find that complex user experiences have hindered their ability to achieve any real productivity or enhanced customer experience. Harnessing the power of existing business applications in the mobile era requires putting the user in the center and abstracting the base application to create one-minute workflows that enable users to do something quickly on a mobile device.

In this session, you will learn:

- How you can transform your business apps from systems of record into systems of engagement, enabling employees across the organization to maximize the one-minute mobile moment
- Examples of companies already extending the reach of existing business apps in ways never seen before
- How you can deliver mobile solutions that empower lines of business in weeks not months.

**11:15 – 11:45 Networking Break / Exhibitor Booths****11:45 – 12:00 The Network doesn't just run the Business, it sees the Business**

In the era of cloud and digital business, the network is becoming more strategic. In this presentation, we'll explore how cloud and big data platforms help you unlock the value of network data to make your digital business more competitive and deliver a user experience that drives top-line growth.

**12:00 – 12:15      Driving the Digital Transformation**

96% of organizations see digital transformation as critical or important. You as a thought leader in your organization may be working on new competencies to transform your business while dealing with strong legacy cultures and operating models. Digital disruption does not respect industry boundaries and it can be difficult to know where to begin. This interactive session will outline key areas of digital transformation that you can utilize to create value for your customers.

**12:15 – 12:30      Your Datacenter is Doomed**

The taxi industry never saw Uber coming. Startups are a threat to incumbents like never before, and a major enabler for startups is that they are instantly “cloud ready”. If innovation moves at the pace of IT, then your company is in trouble. Why? Because your datacenter will not keep up with frenetic pace AWS, Microsoft and Google are rolling out new capabilities. In this session I posit that disruption is inevitable for companies that refuse embrace the cloud and the culture shift that comes along with it.

**12:30 – 12:45      TIME TO RESPOND: Threat Lifecycle Management**

Globally, sophisticated cyber-attacks are compromising organizations at an unprecedented rate and with devastating consequences. Modern attackers, including criminal organizations, ideological groups, nation states and other advanced threat actors are motivated by a wide range of objectives that include financial gain, industrial espionage, cyber-warfare, and terrorism. These attacks are often very expensive for compromised organizations, costing each company an average of USD \$7.7M. The odds that your organization will be compromised are high. In fact, a recent report indicates that 76 percent of surveyed organizations were compromised in 2015.2 Against this backdrop, organizations increasingly expect that it’s not if they will be compromised, but rather when will they be compromised.

**12:45 – 1:30      Buffet Lunch**

A delicious buffet lunch for all our guests and sponsors is waiting for you just outside the main entry doors. Enjoy!

**1:30 – END      Networking & Prize Raffles**

Prize raffles will commence towards the end of the event on-stage. A 5 minute reminder announcement will be made prior to drawing.

**\* To submit your information for CPE/CISSP credits, please visit: [www.cioarena.com/cpe](http://www.cioarena.com/cpe) and submit your credentials. Please allow up to 2 weeks for credits to post.**