



THE OFFICIAL SHOW DAILY CHANNEL

DAY TWO

XChange Daily



Wednesday, Nov. 18, 2009
JW Marriott Resort & Spa
Las Vegas, Nev.

NEWS AND EVENTS FROM XCHANGE TECH INNOVATORS

At Tech Innovators, There's Magic In The Air

The night's awards go to the vendors that prove it's never about sleight of hand, it takes dedication and lots of hard work

By Edward F. Moltzen

The 2009 Tech Innovator Awards last night took place amid an XChange conference that is looking squarely at areas of cloud computing, security, mobility—and, of course, new thinking. Everything Channel editors selected the following companies by focusing on those that used new methods to bridge the widest gaps between problem and solution. The winners were:

- Business/Software Enterprise: InMage Systems for its Scout product.
- Networking/Wireless: Ruckus Wireless for its ZoneFlex 7962.
- Security: Fortinet for its Fortigate 620-B.
- Virtualization: Citrix with its XenServer solution.
- Managed Services: GFI Software for GFI Max, also known as Hound-Dog.
- Networking/Voice-Data: Digium with its Switchvox AA300.
- Storage: FalconStor for its File Interface Deduplication System.
- Data Networking: Hewlett-Packard with its HP Virtual Connect Flex-10.

- Industry Standard Servers: HP and its HP ProLiant G6 Line.
- Display—Projectors: ViewSonic for its PJ6381 projector.
- High-End Servers: IBM with its IBM z-Series Business Class Mainframe.
- Printing & Imaging—Scanners: HP with its HP Scanjet 7000 Sheet-Feed Scanner.
- Portables/Ultraportables/Netbooks: Panasonic for its Toughbook H1.
- Display—LCDs: Samsung for its Samsung UT Series Professional LCD.
- PCs/Workstations: HP for its HP Z Workstation Series.
- Printing & Imaging—Printers: Xerox for its Phaser 7500.
- Software—Productivity/SMB: Zimbra for its Zimbra Desktop.

The Editors' Choice Award went to Autodesk and its Autodesk Inventor for forward thinking and for a unique ability to connect with the channel. The features, design, engineering and performance of this software application that, in years past, would have only run on expensive, proprietary hardware,



Award Winners Rock: Tech Innovator honorees gather as one, signifying innovation at its highest point and proving that taking risks and thinking differently can pay off.

were very impressive.

For the first time, CRN created an Innovator of the Year Award for individuals or teams at companies that showed particular leadership in bringing innovative solutions to market:

Fortinet's Michael Xie was awarded an Innovator of the Year prize because he had the vision to significantly improve the performance of a midrange product and in a vital area: security.

Panasonic's development team took home an Innovator of the Year award

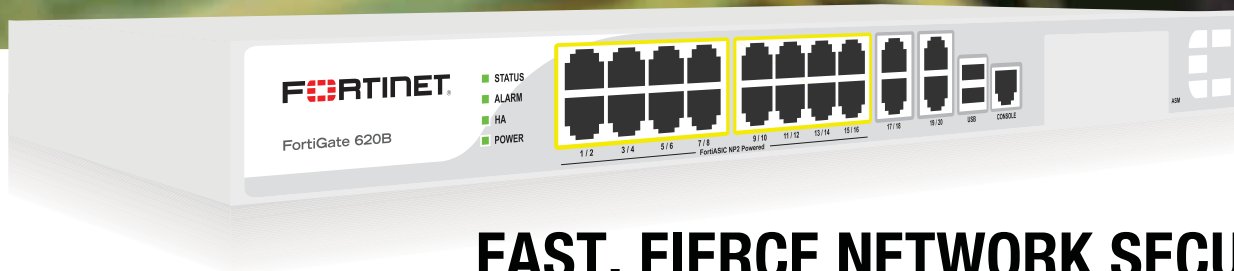
because of its unique approach to one of the strongest vertical markets today—health care. Lance Poehler, Panasonic's president, accepted the award.

The third Innovator of the Year award went to a team of scientists, engineers and product specialists at Xerox who have driven innovation to a corner of IT where it can save money and drive communication. This team created the "Color by Words" technology. Director of Product Marketing Robin Wessel accepted for the Xerox team.



A Big Round Of Applause For The Innovators Of The Year: Everything Channel's Ed Moltzen and Robert DeMarzo (far left and far right in each) present development team awards to Panasonic's Lance Poehler and Xerox's Robin Wessler; Fortinet's Michael Xie accepts his award for his vision to significantly improve security performance.

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Best Of The Test Center On Display

Vendors selling some of the CRN Test Center's favorite products take the stage and set out to wow solution providers

By Damon Poeter

The CRN Test Center Review session is always a highlight at XChange Tech Innovators and Tuesday afternoon's session didn't disappoint.



Healthy Returns: *Panasonic's Stoney White at center stage with the new H1.*

It was a chance for some of the most channel-focused vendors around to deliver their pitches to partners in lightning-fast rounds hosted by Ed Moltzen, managing editor of the CRN Test Center, and Samara Lynn, CRN Test Center technical editor.

Kicking things off was Skip Gumble, channel recruitment and development director at Citrix, who delivered the news about XenDesktop 4. The new virtualized desktop offering includes FlexCast delivery technology, Gumble said, a key new feature because it unchains XenDesktop from certain bandwidth limitations, enabling richer user experiences in customized installations.

Digium's Tristan Degenhardt was up next to woo solution providers with her company's Switchvox turnkey appliance for unified communications. Not just an IP-PBX, the Switchvox Switchboard features everything from chat to videoconferencing on a network-addressable platform

that SMBs can afford, according to Degenhardt, Digium's director of product marketing.

EMC's Ken Grohe had a forceful story to tell to about the storage giant's SourceOne combination of content archiving and eDiscovery in a single solution. Grohe, vice president of North American channel sales at EMC, talked up attractive 46 percent average gross margins for partners reselling SourceOne.

Startup gCloud3 is less than a year old, but Michael Frazier was as poised as any presenter in facing some of the most hard-charging solution providers in the channel. Frazier, a director at gCloud3, described his company's end-to-end private cloud offering that includes virtual servers, desktops, storage, backups, thin clients and 24x7 monitoring and support.

Chris Peluso, director of sales at Kerio, is becoming a regular at XTI. Kerio's latest offering, WinRoute Firewall software and appliances, is based on a kernel for the first time in this tra-



Sign Me Up: *Samsung's Richard Hutton shows attendees of yesterday's CRN Test Center session the company's thin-bezeled, ultra-definition digital signage product.*

ditionally Windows-centric company, Peluso said. WinRoute Firewall is available as an installable ISO image or as a VMware virtual appliance.

It wouldn't be XTI without Panasonic's Stoney White tossing a Toughbook onto the stage floor—in this case,

the company's new H1 mobile clinical assistant.

And rounding out the session was Samsung's Richard Hutton, who unveiled that company's impressive new thin-bezeled, ultra-definition digital signage product.

MSP Partners Stays Ahead Of The Curve



And The Awards Go To: *CompTIA and MSP Partners, a community of CompTIA, sponsored Tuesday's industry awards luncheon. On stage to present awards was CompTIA's Todd Thibodeaux, who honors Greg Donovan of Alpheon; Scott Galvin of Same Systems wins Overall Best in Class.*



For complete photo gallery go to www.everythingchannelevents.com/gallery

XChanging at XChange

Views of the events at the XChange conference and sessions



Clockwise from top left: Show-goers learn how to foster innovation from the experts at the Tech Superstars Panel; Lenovo's David Rabin and Scott Swailes take time to pose with Everything Channel's Allison Cohen; got mail? lots of folks make good use of our e-mail stations; in one of our many boardrooms, there was a big show of hands; making the XTI connection are Eric Gulbrandsen of Northstar Network Group (l.) and Russell Wine of Reidata; two attendees from Ontario, Canada, share a laugh—David Gelineau from Donna Cona (facing) and Peter Valters of Empowered Networks; Everything Channel's Damon Poeter (l.) says hello with a handshake for Brian Carmichael of Kerio; Wendy Petty gives away money at FalconStor boardroom; Norman Vickers of National Technical Services takes part in a partner development discussion.



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XChange Daily

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“All in all, I got a lot out of the conference and found my time well spent and useful to my business.”



Photos: Gene Fedele

2009 XChange Events' mission: To be the premier channel events company providing vendors and prequalified solution providers with the unique opportunity to meet face-to-face, establish new business partnerships and gain strategic insight through content delivered by *CRN* and *ChannelWeb*.

Key Benefits of Everything Channel Events:

- Growing your business with new and existing partners.
- Access to new technology and partner programs.
- Gaining market intelligence through educational seminars.
- Networking with key industry peers and editors.

Upcoming Everything Channel Events:

IT ChannelVision: Government
December 6-8, 2009
Boca Raton Resort & Club
Boca Raton, FL

MES East 2010
April 18-21, 2010
Boca Raton Resort & Club
Boca Raton, FL

Print & Imaging Summit
December 6-8, 2009
Hyatt Regency Century Plaza
Los Angeles, CA

VAR500 Event
June 8, 2010
Mariott Downtown
New York, NY

Women of the Channel Winter Workshop
December 10, 2009
New York, NY

Government Integrator
June 2010
Washington, DC

XChange Solution Provider
March 8-11, 2010
Hyatt Regency Century Plaza
Los Angeles, CA

XChange Americas
August 22-25, 2010
Gaylord Texan Hotel
Dallas, TX

XChange Tech Innovators Events Agenda

Day-to-day calendar of events
November 16-18, 2009
JW Marriot Resort & Spa
Las Vegas



Monday, November 16

- 11:30 a.m. - 7:00 p.m. Registration
- 12:00 p.m. - 2:00 p.m. Demo Rooms
- 2:00 p.m. - 2:15 p.m. Opening Remarks
- 2:15 p.m. - 3:00 p.m. Keynote
- 3:00 p.m. - 6:00 p.m. Exhibitor Setup
- 3:15 p.m. - 4:00 p.m. **Vendor World Premiere - IBM**
- 4:15 p.m. - 5:25 p.m. Private Boardroom Appointments
- 4:15 p.m. - 5:15 p.m. Vendor Content Session
- 5:45 p.m. - 6:45 p.m. General Session
- 6:45 p.m. - 9:00 p.m. Solutions Pavilion/CRN Test Center/Reception

Tuesday, November 17

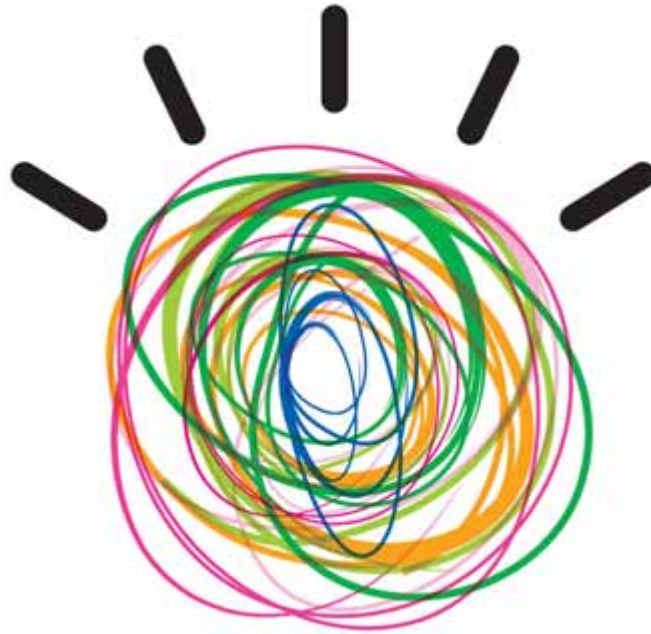
- 7:30 a.m. - 5:00 p.m. Assistance Desk/Registration Open
- 8:00 a.m. - 8:45 a.m. Solution Provider Breakfast
- 9:00 a.m. - 9:45 a.m. General Session
- 10:00 a.m. - 11:00 a.m. Private Boardroom Appointments
- 11:15 p.m. - 12:15 p.m. Partner Development Discussions
- 12:15 p.m. - 1:15 p.m. Vendor Luncheon - *MarketStar*
- 12:15 p.m. - 1:15 p.m. MSP Partners 2009 Industry Awards Luncheon
(Solution Providers only)
- 1:30 p.m. - 3:15 p.m. Private Boardroom Appointments
- 3:30 p.m. - 4:30 p.m. CRN Test Center Review
- 4:30 p.m. - 6:00 p.m. Solutions Pavilion/CRN Test Center
- 6:00 p.m. - 7:00 p.m. Exhibitor Teardown
- 6:00 p.m. - 7:00 p.m. Demo Rooms
- 7:30 p.m. - 8:00 p.m. Tech Innovator Awards Reception
- 8:00 p.m. - 10:00 p.m. Tech Innovator Awards Gala
Panasonic Toughbook & Toshiba

Wednesday, November 18

- 7:30 a.m. - 2:00 p.m. Assistance Desk/Registration Open
- 7:30 a.m. - 8:15 a.m. Solution Provider Breakfast
- 8:30 a.m. - 9:15 a.m. Concurrent Session: Security Trendspotting
- 8:30 a.m. - 9:15 a.m. Concurrent Session: Opportunity 2010: Mobility
- 9:30 a.m. - 10:00 a.m. Vendor Keynote - *Lenovo*
- 10:15 a.m. - 11:15 a.m. Speed networking
- 11:30 a.m. - 12:15 p.m. General Session
- 12:15 p.m. - 1:30 p.m. XCellence Awards Luncheon - *Zenith Infotech*

Exhibitor's List (Vendor - Booth #)

AllenPort 411	LongJump 410
Data Robotics 205	MSP Partners 213
Eaton 306/308	MTC 407
eFolder 413	Novell 307
Everything Channel 207	Panda Security 408
FalconStor 309	Reldata 211
Lenovo 305	SunGuard 313
IBM 310/312	Sutus 304
Intronis 209	Zenith 311
Itavos 406	



How we can make our smart systems smarter.

Over the past few weeks, IBM has used this space to explore the possibilities that are emerging from a smarter planet. By “smarter,” we mean a world where digital intelligence can be embedded not just in individual things, but also across entire systems, impacting everything from traffic flows, to electric power and to the way our food is grown, processed and delivered.

But you might be surprised to learn that information technology — which ought to be the smartest aspect of the planet — is itself in need of an intelligence makeover.

It's not a problem with the technology per se. Servers, storage, PCs, software, networking gear and the Internet will all continue to become more powerful, affordable and available. And according to IDC, data volumes and network bandwidth are expected to grow ten-fold in the next three years.

The problem is how all this technology is currently configured into systems: The way data centers are designed and operated. The way applications are developed and deployed. The way PCs and servers are managed, upgraded and kept secure. The fact is, the IT systems that underpin so much of how the world works must become much smarter.

How much smarter? The average commodity server rarely uses more than 6% of its available capacity. In some organizations, as many as 30% of servers aren't utilized at all; they simply waste energy and valuable data center space. IT energy consumption is expected to double in the next five years. In some cases, nearly 70% of companies' IT budgets can be devoted to managing, maintaining, securing and upgrading their systems rather than building new capabilities, services and applications.

And consider what's coming: hundreds of billions of smart things — sensors, cameras, cars, shipping containers, intelligent appliances, RFID tags by the hundreds of millions — all becoming interconnected. This will enable new, highly flexible ways of interacting with customers, employees, patients and citizens from any device, anywhere. The resulting volume of data promises insight and intelligence to solve some of our biggest problems — but only if we can process and make sense of it in real time.

If we are going to realize the enormous potential of a smarter planet, we have to reinvent the IT of the 21st century in the same way that we industrialized our factory floors in the 20th — making it more efficient, more dynamic, less complex and less costly.

Fortunately, smarter computing models are at hand. With “service oriented” software, companies can unlock business services from the underlying technology, so their software can be changed and reused flexibly—at a fraction of the cost of developing it from scratch. Virtualization can help companies reinvent their data centers, eliminating up to 70% of their servers and 80% of their floor space. Service management software can orchestrate all of these systems from one place, while letting IT users serve themselves, cutting administrative costs. Together, these new capabilities enable “cloud computing,” a new way of looking at IT as a distributed capability, which can be tapped into simply and easily.

Information technology has taken us a long way in the past 50 years. But seizing the opportunities before us will depend on more than intelligent machines. It will depend on spreading intelligence across our technology infrastructures. Let's build a smarter planet. Join us and see what others are thinking at ibm.com/think



Thrills, Chills And Beyond-Cutting-Edge Technology

A glimpse into the future from Toshiba, Panasonic, Sony and more inspires and awes even tech-savvy-editors

By Damon Poeter

Toshiba Regza's \$11,000 LCD TV

The recent CEATEC (Combined Exhibition of Advanced Technologies) show in Japan dazzled crowds with drool-worthy prototypes using beyond-cutting-edge technology. One of the most anticipated debuts was Toshiba's Cell Regza 55X1. The 55-inch TV is built on Toshiba's Cell Platform, which uses the same microprocessor architecture that was co-developed by the company with IBM and Sony and also is used in Sony's PlayStation 3.

The new TV makes split-screen display seem old school. The Cell Regza can display and record eight channels simultaneously (up to 26 hours).

The Cell Regza goes on sale in Japan in December for 1 million yen or a little more than \$11,000. There's no word on when it will hit U.S. shores.

Panasonic's 3-D TV And Accessory Shutter Glasses

Thanks to Panasonic, you'll soon be able to watch movies in 3-D in the privacy of your home while wearing geeky glasses. The electronics giant showed off a prototype of a 50-inch



full HD, 3-D-compatible plasma display panel (PDP). To watch in 3-D, the TV comes with high-precision active shutter glasses that use new technology to reduce double images that occur when left- and right-eye images are alternated on the panel.

The new PDP and glasses have evolved from Panasonic's first full HD 3-D plasma home theater system that was developed in 2008 and comprised a 103-inch PDP and a Blu-ray disc player. Panasonic shrunk down the enormous screen, saying that it expects the 50-inch model will be the most popular with consumers.

Panasonic expects to launch the products in Japan, Europe and the U.S. in 2010 but has not disclosed prices.

Please Point Me In The Right Direction

Scientists at the Fraunhofer Heinrich Hertz Institute in Berlin demoed the iPoint 3D, a touchless 3-D device that turns a finger into a remote control. The detection unit of the iPoint 3D is roughly the same size as a conventional keyboard and features two standard FireWire cameras that use infrared light to capture the user's

hand movements in realtime. Using HHI-developed software, 2-D or 3-D objects shown on a display can be rotated, scaled, dragged and dropped.

Sony Shows Off Flexible OLED Panels

A few companies have been working on bendable organic LED technology for several years. At CEATEC, Sony unveiled a prototype, a notebook with a 2.5-inch flexible OLED screen that is just 0.2mm thick. Also turning heads was a striking e-book reader and wrist device using the bendy stuff—nice to look at but not yet functional.

The Eyes Have It

NTT DoCoMo demonstrated a device that features a headset integrated with eye-motion sensors that let users control MP3s and e-mails just by moving their eyes while looking at a specially equipped screen. Can you say "Cross-Eyed Mary?"

Feeling Antisocial? It's Not The Internet's Fault

Researchers find that the extent of 'social isolation' hasn't changed all that much since 1985

By Jennifer Bosavage

If you feel isolated from the rest of the world, don't blame the Internet.

Researchers at Pew Internet and American Life Project released the results of its recent study that was aimed at determining whether the use of the Internet and cell phones could lead to a reduction in the size and diversity of core discussion networks and social networks more broadly. What they found was, no, it is not.

The genesis of the study was research conducted three years ago which found that Americans' core discussion networks—that group of people with whom an individual discusses important matters, had shrunk and become less diverse during the past 20 years. They suggested—but did not

directly explore—the idea that the Internet and social networking was to blame for that isolation.

Three years later, the Pew researchers did directly explore that theory. "We find that the extent of social isolation has hardly changed since 1985, contrary to concerns that the prevalence of severe isolation has tripled since then," wrote the Pew researchers in the recent report.

In essence, although the 2006 report suggested that isolation became worse because of Internet use, the Pew study found that little is different from a generation ago. And, most people have at least one other person in whom they can confide. "Only 6 percent of the adult population has no one with whom they can discuss important mat-

ters or who they consider to be 'especially significant' in their [lives]," according to the researchers.

Another concern Pew addressed was that use of the Internet did not encourage diversity. However, the researchers found that social media discussion networks are likely to contain people from different backgrounds. The findings show that frequent Internet users, as well as those who maintain a blog, are much more likely to confide in someone who is of another race than those who don't maintain a blog. In addition, those who

share photos online are more likely to discuss important matters with someone who is a member of another political party than those who don't share photos.



The study found that on average, the size of Americans' discussion networks is 12 percent larger among mobile phone users, and 9 percent larger for those who share photos online as well as those who use instant messaging, according to the Pew report.

So, if there are pockets of isolated people out there, the Internet is not to blame—at least for right now.



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CompTIA and MSP Partners thank these members for their help bringing together the best for the Managed Services community.

Visit MSP Partners, a community of CompTIA, at booth #213.

Intel Looks To The Cloud With New 'Microserver' Design

Vendor lifts curtain on new strategies to boost its business with hosted service providers

By Damon Poeter

Intel surely has its head in the cloud these days, announcing at the end of October several new strategies for increasing its business with hosted service providers, including the development of a new "microserver" and a strengthened partnership with storage giant EMC.

"We're focused in on being an enabler for cloud computing," said Jason Waxman, general manager of Intel's high density computing group, introducing several new cloud initiatives from the Santa Clara, Calif.-based company in San Francisco.

"We are not a cloud service provider and we have no intention of being an Amazon.com or doing what Microsoft and other companies do. But we want to do what we can to help partners build their cloud infrastructure," he said.

Intel has put together a reference design for what it calls a microserver, which is essentially a very small, stripped-down blade server built to idle at very low power in Web hosting environments. For the reference design shown by Waxman, Intel had 16 of its microservers populating a master chassis that also had separate storage capacity.

Intel's current microserver design features the Xeon L3426 server processor—a 1.86GHz, 45-watt quad-core

that features Intel's current generation Nehalem microarchitecture and lists for \$284 on Intel's price sheet. That chip, part of the product family code-named Lynnfield, sits on a simple motherboard featuring four DIMM slots and not much else.

Waxman said future versions of the microserver would feature a 2.26GHz, 30-watt dual-core chip due out in early 2010 that is part of Intel's upcoming transition to 32-nanometer process technology. Intel is also planning future microservers that take system power down to as low as 25-watt, he said.

Intel and Hopkinton, Mass.-based EMC are also teaming up to optimize



EMC's Atmos clustered storage platform for cloud environments, executives from the two vendors said. That involves improved power management that moves beyond the "micro-management" of individual systems toward "the macro task managing hundreds of

thousands of servers," according to Intel's Prasad Rampalli, vice president and general manager of end-user platform integration.

The upshot is that such improvements translate into a reduction of the total amount of power used by Intel-based storage servers running EMC Atmos "by almost 15 percent at rack level, without losing performance," Rampalli said.

Other areas where Intel and EMC are collaborating include the integration of Solid State Disk (SSD) technology in systems to reduce I/O bottlenecks, he said.

Intel's last bit of cloud-related news was the introduction of what it calls the Intel Cloud Builder program. Intended as a resource for organizations of all stripes seeking to build a cloud computing practice, Cloud Builder is essentially a best-practices guide generated from Intel's own hardware blueprint and testing of cloud installations, said Billy Cox, director of server software management strategy.

Remember This: Intel, Numonyx Tout Breakthrough In Computer Memory

By Damon Poeter

A "key breakthrough" in the development of phase change memory (PCM) will pave the way for computer memory that has greater capacity than current memory types while drawing less power and taking up less space in PCs, according to researchers at Intel and Swiss memory developer Numonyx.

The new non-volatile memory technology developed by Santa Clara, Calif.-based Intel and Rolle, Switzerland-based Numonyx "combines many of the benefits of today's various mem-

NUMONYX WAS
FOUNDED MARCH 31
BY INTEL,
STMICROELECTRONICS
AND FRANCISCO
PARTNERS.

ory types," the two companies said in a joint statement Wednesday.

Researchers at Intel and Numonyx "have demonstrated a 64-Mb test chip

that enables the ability to stack, or place, multiple layers of PCM arrays within a single die," the statement said. Key to the breakthrough was the successful use of a new Ovonic Threshold Switch as a selector in building PCM cells and arrays, the researchers said.

"The achievements are a result of an ongoing joint research program between Numonyx and Intel that has been focusing on the exploration of multilayered or stacked PCM cell arrays. Intel and Numonyx researchers are now able to demonstrate a vertical-

ly integrated memory cell—called PCMS [phase change memory and switch]."

PCM, also known as PRAM, is noted for its high performance levels—thousands of times faster than hard disk drives, according to sources—and also degrades more slowly than Flash memory. But challenges for developers of PCM include the memory type's temperature sensitivity and process cost disadvantages as compared to Flash.

Numonyx, a private entity, was founded March 31 by Intel, Geneva-based semiconductor manufacturer STMicroelectronics and Francisco Partners, a technology-focused private equity firm based in San Francisco.



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2009/2010 Everything Channel Events Calendar

Channel Events

Everything Channel's IT Channel events deliver new markets, customers and revenue opportunities for Solution Providers and Vendors. These events offer numerous recruiting, training, education and networking opportunities during three and four-day events filled with keynotes, lectures, debates and discussions revolving around critical Channel issues and trends.

Event Name	Location	Start Date	End Date
2009 Events			
IT ChannelVision: Government	Boca Raton, FL	December 6	December 8
2010 Events			
XChange Solution Provider	Los Angeles, CA	March 8	March 11
VAR500 Event	New York City, NY	June 8	June 8
Government Integrator	Washington, DC	June	June
XChange Americas	Dallas, TX	August 22	August 25
CRN Fast Growth	Boston, MA	October 21	October 21
XChange Tech Innovators	Huntington Beach, CA	November 3	November 5

IT Executive

Everything Channel's IT Executive events provide private One-on-One Meetings, workshops and other formal and informal venues in which IT Executives have access to industry Analysts to discuss critical issues unique to their markets. These events offer the best recruiting, training, education and networking opportunities in the market today.

Event Name	Location	Start Date	End Date
2009 Events			
Print & Imaging Summit	Los Angeles, CA	December 6	December 8
2010 Events			
Midsize Enterprise Summit East 2010	Boca Raton, FL	April 18	April 21
Midsize Enterprise Summit West 2010	San Antonio, TX	September 19	September 22
Print & Imaging Summit 2010	Miami, FL	October 24	October 26
Healthcare IT Summit	Washington, DC	November 14	November 16



Eureka! And How Companies Get There

Four top vendor executives share their approaches to innovation during Tuesday's Tech Superstars Panel

By Damon Poeter

How are good ideas generated at successful, innovative technology companies? Storage vendor FalconStor takes a methodical approach, according to Christopher Poelker, vice president of enterprise solutions.

That means churning through databases full of customer feedback, funding "skunkworks" where the company's best brains can develop the next generation of products, and maintaining an open-door policy for employees to pitch new ideas.

It's certainly not as romantic as the brave inventor defying the odds to make his great idea a reality. Except when it is, said Joel Allen, CEO of AllenPort, at the Tech Superstars Panel.

"It's a tough one—are you going to build a product that people want or one that you think people need? Apple has done this for years," Allen said. "If they went out before they released the iPhone

and said, 'What does the market research say?' they wouldn't have maybe liked the answer. So it's kind of taking a flyer. Everybody that's out there, ultimately, when you're doing innovation and research, it's a leap of faith."

At a session addressing the potential pitfalls of innovation in tumultuous economic times, moderator Ed Moltzen, managing editor of the *CRN* Test Center, challenged panelists to offer their predictions for IT business in 2010.

Poelker said as companies develop their own internal cloud computing initiatives, there is opportunity for solution providers to "create the plumbing" that connects such private clouds to the public cloud.

Indeed, a good part of the talk centered around cloud computing, and the discussion was not without conflicting views. For example, conventional wisdom holds that solution providers want out of the hardware reselling business as



Covering The Cloud: Panelists (from l. to r.) Joel Allen, AllenPort; Rick Carlson, Panda Security U.S.; Rance Poehler, Panasonic; and Christopher Poelker, FalconStor.

margins diminish, opening them up to more profitable opportunities in services and, of course, the cloud.

But Panasonic's Rance Poehler begs to differ. The president of the Toughbook maker said his company's portfolio offers "plenty of opportunities for the hardware channel." Panasonic's products sell for an average of \$3,000 and target established verticals like health care, meaning margins and service attach rates are still very healthy.

At one point, Poehler seemed dis-

turbed by the notion that the cloud could eventually marginalize client-side computing to ultrathin terminals, but other panelists insisted that few believed that would happen.

"I don't see a conflict between the cloud and the client," said Rick Carlson, general manager of Panda Security U.S. "Instead of either disappearing, I see the middle disappearing. So instead of a bunch of dumb servers in a company's infrastructure, you'll see more smart servers out in the cloud."



What's Ahead? Moltzen seeks 2010 predictions.

The Buzz Around XChange

What innovation really means to the solution providers here at XChange Tech Innovators:



"Innovation to me is more about what can the vendors and manufacturers bring to our customers that's new and that's going to help them be more productive and more profitable as organizations. And the more successful our customers are, the more successful we are going to be. I'm really interested in the development of software and hardware coming together as a more integrated process. That's really a new thing for our company; we're used to selling hardware and then loading on the software."

—Rhonda Stratton, Zones, Auburn, Wash.

"The innovation that we see right now is around collaborative computing, cloud computing and virtualization. We put together all the information we get from these Everything Channel events so, for example, we learned a lot about virtualization from a company called FalconStor. At the end of the day, we're looking for good hardware and software integration."

—Deepak Pal, LanTech, McLean, Va.



"I think a lot of the conversations we're having with customers is around what they're currently doing and from my standpoint as a service provider, we have lot of people who in my opinion are rushing into cost-cutting with no



regard for innovation. So we want them to look two or three years down the road on their strategic road map. And throughout the life cycle of our engagement with a customer, we want to ensure that they're thinking of innovation instead of just going down the rabbit hole of cost-cutting."

—Doug Moore, InfoCrossing, New Brunswick, N.J.

"Innovation means being proactive, being the first, or being one of the first to discover a new way to bring value to your client. It's about differentiating yourself from your competition. So what I'm looking for here at XTI is something that helps me to be innovative."

—Luther Elliot, Information Systems Resources, Dearborn, Mich.



On Location

New products launched or unveiled at Tech Innovators:



So Much To See: *Solutions Pavilion hosts a ton of technology innovation.*



Well, This Certainly Fits The Bill: *Looks like Eaton is flush with cash at its display on the showcase floor. Any hundred dollar bills in there?*



Buddy System: *Novell's Dan Dufalt (l.) gets face time with Everything Channel's Steve Burke.*



Clear Blue Skies: *IBM's Ken Lynch and Suzanne Little are set to greet info-hungry attendees.*



Delivering With Drobo: *Mark Fuccio of Data Robotics gives a storage lesson here at the Solutions Pavilion.*



Innovation At Work: *Dave Cassone of ScanSource (l.) provides some insight to Marco's Ryan Dryud.*



All Smiles: *Novell's Starla Mehaffey networks with Richard Ozer of Office Info Systems.*

XChange XCellence Awards

Date: Wednesday Nov. 18, 2009
Time: 12:15-1:30 p.m.
Location: Grand Ballroom D-E



Winners At XChange '09

CATEGORY	NOMINEES	WINNER
Best Hardware Solution:	Cymphonix, HP, Panasonic Toughbook	HP
Best Software Solution:	ConnectWise, ESET, Microsoft	Microsoft
Best Revenue Generator:	HP, Microsoft, Xerox	Microsoft
Best Partner Program:	HP, IBM, Microsoft	HP
Best Private Boardroom Appointment:	Catalyst Telecom, Cymphonix, Samsung	Cymphonix
Innovative Technology Award:	Belkin, Cymphonix, HP	Cymphonix
Best Business Technology Solution:	Cymphonix, HP, Microsoft	Cymphonix
Partner Excellence and Commitment:	Cymphonix, HP, Microsoft	HP
Best Tech Symposium:	Oracle, Panasonic Toughbook, Symantec, Xerox	Panasonic Toughbook
Best World Premiere/Keynote Presentation:	Dell, EMC/RSA, HP, IBM, Microsoft	Microsoft
Overall Best of Show:		Cymphonix

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