







## Cloud Computing Boot Camp Agenda March 8, 2010

- 7:30 am – 8:00 am **Continental breakfast/Networking**
- 8:00 am – 8:45 am **Tiffani Bova, VP, Research Gartner, IT Channel Programs & Sales Strategies WW**  
**The Cloud Impact to the IT Supply Chain: How can you prepare yourself for alternative models?**  
 During this session you will hear first hand from Gartner what the expected adoption rates, hot spots for investments and business model changes cloud computing will deliver to the indirect channel in 2010. Where and how partners invest in managed services, SaaS and cloud computing will have far reaching and long standing impact to both top line and bottom line revenue.
- 9:00 am – 9:45 am **Vendor Panel, moderated by Robert Demarzo**
- 9:45 am – 10:00 am **Networking Break**
- 10:00 am – 10:20 am 
- 10:25 am – 10:45 am 
- 10:45 am – 11:30 am **Jeff Kaplan, Managing Director, THINKStrategies**  
 Services Value in the Cloud: Where's the Value: can the channel add value during the build-out of cloud from a Platform, Software, Application and Hardware as a service point of view. This session will discuss those "...as a service" opportunities and where partners can provide true high-margin value to their customers.
- 11:40 am – 12:00 pm 
- 12:05 pm – 12:25 pm 

For information on XChange Solution Provider, please contact:  
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12:30 pm – 1:15 pm

**Working Lunch – Cloud Computing: Let’s Get Real!**  
**Cloud Computing Bootcamp: Solution Provider Best Practices.**

A special addition to the Cloud Computing Bootcamp features a talk straight from the professionals who are on the frontlines of delivering cloud computing solutions. Hear directly from GreenPages CTO John Ross and Doug Ford, President, The I.T. Pros on how their companies are creating new opportunities with customers while adopting new technologies, forging new partners and acquiring skills that are changing their company’s business model. Ross and Doug will discuss their company’s strategy while imparting wisdom from their groundbreaking move into cloud computing. Engage with Ross & Doug in a lively Q&A session following his presentation.

- **John Ross, CTO, Greenpages**
- **Doug Ford, President, The I.T. Pros**

1:15 pm – 2:00 pm

**Bobby Napiltonia, Cloud Expert**  
**How to Build a Business in the Cloud.**

There is only one way to build a successful cloud computing business: focus on the needs of the customer. If solution providers want to be truly successful in the world of cloud computing they need a roadmap to avoid potholes that could swallow their businesses and destroy your futures. Our expert speaker gained his experience at the dawn of the cloud during the meteoric rise of Salesforce.com which shattered existing business models and entrenched competitors. He helped build the partnerships that sustained the Salesforce.com ecosystem. His advice: Ignore the hype and pay attention to what your customer really wants from cloud-based solutions: simplicity, ease of management, cost effectiveness and reliable and accessible applications. This session will provide the do’s and don’ts of building a cloud computing business whether you are on the outside looking in, have your toe in the water or have already taken the plunge.