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# What to expect at Interop



Mandalay Bay Las Vegas

May 10-12, 2011

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**INTEROP** LAS VEGAS

MAY 8-12 // Mandalay Bay Convention Center

# Dell activities at Interop

- Two booths on Expo floor
  1. Booth #1651 – Dell Enterprise (Servers, storage, networking, and OEM solutions)
    - Includes mini theater running daily and a raffle for 3 LCD TVs
  2. Booth #1285 – Dell Compellent (Fluid data storage)
    - Register to win a Dell Mini laptop presented daily
- Seven formal speaking sessions or panels
- 17 Mini theater presentations within booth
- 5 key solution and service sets showcased
  - Integrated Compute Architecture, Fluid Data Architecture, Virtual Networking Architecture, Virtual Integrated System, and Dell Global Services
- 14 product display areas and demo stations
- One solution wall with four full racks of live demos
- Lots of giveaways



# Giveaways

- T-shirts for attending a speaking session at the Dell booth theater
- Mini bottles of Tabasco sauce – Get **fired up** about Dell!
- 1 Dell Mini laptop given daily at the Dell Compellent booth (#1285)
- TV giveaway! – 3 TVs and 3 chances to win
- Plus other interesting items that you can only get by stopping by



## Dell Passport Program

**3 TVs  
3 chances  
to win!**



32" LCD from Vizio

42" LCD from Sharp

Pick up an official registration card for more details.



# Dell Passport Program

## Win a free TV! Easy as 1,2,3

- 1 Attend a theatre session in the Dell Booth (#1651) and receive an official passport card
- 2 Attend any of the following Dell Formal Speaking sessions located in Mandalay Bay L
  - Building a network that supports the business -Tues @ 4:15 PM
  - Think outside the switch—Wed. @ 3:15 PM
  - Taming Your Wild Data Landscape—Thurs. @ 9 AM
  - Manage Data Differently with Fluid Data Storage—Thurs. @ 10 AM
- 3 Return your completed passport card to Dell Booth #1651 and be present for the drawing

**Must be present to win** -Drawing times are:  
Wednesday 5/11 at 11:30 – Win 40" LCD  
Wednesday 5/11 at 4:30 – Win 40" LCD  
Thursday 5/12 at 11:30 – Win 55" LCD



# Dell activities at Interop

Tuesday

Time	Location	Title
8:30 - 10:00	Interop Main stage	Key note presentation on Interop's Main stage (FYI only)
10:15	Dell booth	Dell Networking Services
10:45	Dell booth	What's next in data center servers
11:00	Dell booth	The Incredible Shrinking Data Center
11:30 - 12:30	Lagoon D	What's next in data center servers
11:30 - 12:30	Breakers F	Putting the "Action" and "Intelligence" in Actionable Security Intelligence
11:30	Dell booth	Building a network that supports the business not a business that supports the network
12:00	Dell booth	Build your ideas into reality -- Dell OEM Solutions
12:30	Dell booth	Dell vStart: The simple, fast and smart path to ready to run virtual infrastructure
1:00	Dell booth	Putting the "Action" and "Intelligence" in Actionable Security Intelligence
1:15 - 2:00	Interop Main stage	Key note presentation on Interop's Main stage (FYI only)
1:30	Dell booth	Virtualization for Business Continuity as a Competitive Advantage
2:00	Dell booth	Scalable and secure enterprise solutions for networking
2:15 - 3:15	Lagoon H	Virtualization for Business Continuity as a Competitive Advantage
2:30	Dell booth	One fabric to bind them all
3:00	Dell booth	Drive Efficiency into your network
3:30	Dell booth	Building a network that supports the business not a business that supports the network
4:00	Dell booth	Manage Data Differently with Fluid Data Storage
4:15 - 5:00	Mandalay Bay L	Building a network that supports the business not a business that supports the network
4:30	Dell booth	Converged Network Daughter Card (NDC) and NIC Partitioning (NPAR)

## KEY

BLUE Dell formal speaking session or panel (not in booth)

GRAY Mini theater session located in Dell booth

YELLOW Key note presentation on Interop's Main stage

### Win a 40" or 55" LCD TV!

Attend this session at 4:15PM and you will be entered in a drawing for one of three LCD TVs. First drawing to be held on Wed., 5/11 @ 11:30 AM in the Dell booth #1651. Must be present to win. Non-winning entries carry over to next day.



# Dell activities at Interop

Wednesday

Time	Location	Title
8:30 - 10:00	Interop Main stage	Key note presentation on Interop's Main stage (FYI only)
10:15	Dell booth	Scalable and secure enterprise solutions for networking
10:45	Dell booth	Drive Efficiency into your network
11:00	Dell booth	One fabric to bind them all
11:30	Dell booth	<b>FIRST of THREE RAFFLES - Win LCD TV!</b> Must have attended session on Tues. 5/10 @ 4:15-Building a network that supports the business (Non-winning entries carry over to grand prize drawing on Thurs.)
11:35	Dell booth	Wireless without Compromise
12:00	Dell booth	Dell vStart: The simple, fast and smart path to ready to run virtual infrastructure
12:30	Dell booth	Dell Networking Services
1:00	Dell booth	Network your way to an Efficient Data Center - Dell B-Series products
2:00	Dell booth	Manage Data Differently with Fluid Data Storage
2:30	Dell booth	The Incredible Shrinking Data Center
3:00	Dell booth	Converged Network Daughter Card (NDC) and NIC Partitioning (NPAR)
3:15 - 4:00	Mandalay Bay L	Think outside the switch
3:30	Dell booth	Build your ideas into reality -- Dell OEM Solutions
4:00	Dell booth	Drive Efficiency into your network
4:30	Dell booth	<b>RAFFLE DRAWING - Win LCD TV!</b> Must have attended session on Wed. 5/11 @ 3:15 --Think outside the switch (Non-winning entries carry over to grand prize drawing on Thurs.)
4:35	Dell booth	Boosting network efficiency and data center flexibility

## KEY

BLUE	Dell formal speaking session or panel (not in booth)
GRAY	Mini theater session located in Dell booth
GREEN	Raffle drawing at Dell booth - Win one of three LCD TVs
YELLOW	Key note presentation on Interop's Main stage (FYI only)

### Win a 40" or 55" LCD TV!

Attend this session at 3:15PM and you will be entered in a drawing to win a 40" or 55" LCD TV. Drawing to be held on Wed., 5/11 @ 4:30 PM in the Dell booth #1651. Must be present to win. Non-winning entries carry over to next day.



# Dell activities at Interop

Thursday

## Win a 55" LCD TV!

Attend either of these sessions and you will be entered in a drawing for a 55" LCD TV. Drawing to be held on Thurs., 5/12 @ 11:30 AM in the Dell booth #1651. Must be present to win.

Time	Location	Title
9:00 - 9:45	Mandalay Bay L	Taming Your Wild Data Landscape
10:00 - 10:45	Mandalay Bay L	Manage Data Differently with Fluid Data Storage
10:15	Dell booth	Dell vStart: The simple, fast and smart path to ready to run virtual infrastructure
10:45	Dell booth	Network your way to an Efficient Data Center - Dell B-Series products
11:00	Dell booth	Build your ideas into reality -- Dell OEM Solutions
<b>FINAL RAFFLE - Win 55" LCD TV</b>		
11:30	Dell booth	Must have attended at least one session prior or these on Thurs. 5/12 @ 9AM: Taming your wild data landscape or @ 10AM: Manage data differently
11:35	Dell booth	Manage Data Differently with Fluid Data Storage
12:00	Dell booth	Wireless without Compromise
12:30	Dell booth	Dell Networking Services
1:00	Dell booth	Boosting network efficiency and data center flexibility
2:00	Dell booth	TBD
2:30	Dell booth	TBD

## KEY

BLUE Dell formal speaking session or panel (not in booth)

GRAY Mini theater session located in Dell booth

GREEN Raffle drawing at Dell booth - Win one of three LCD TVs



## Seven formal speaker sessions

1. Networking – Building a network that supports the business not a business that supports the network, Michael Rothschild
2. Networking – Think outside the switch, Larry Hart
3. Storage – Taming Your Wild Data Landscape, Brandon Canaday
4. Storage – Manage Data Differently with Fluid Data Storage, Jason Glauch, Dell Compellent
5. Info Security - Putting the “Action” and “Intelligence” in Actionable Security Intelligence, Barry Hensley, Dell SecureWorks
6. Server - What's next in data center servers, Brian Payne
7. Virtualization for Business Continuity as a Competitive Advantage, Guy Chapman





## Dell formal speaking sessions at Interop

Date / Time	Location	Main Focus	Title	Session Abstract	Presenter
Tues., 11:30 AM	Lagoon D	Computing	What's Next in Data Center Servers	Learn about new server technologies and how to integrate them into your data center. Differentiate the advantages of blades from rack mounts and understand how IO options impact overall performance and connectivity.	Brian Payne Exec. Dir., PowerEdge Server Business
Tues., 11:30 AM	Breakers F	Information Security Data	Putting the "Action" and "Intelligence" in Actionable Security Intelligence	Learn about information security services to help organizations of all sizes protect their IT assets, comply with regulations and reduce security costs.	Colonel (ret.) Barry Hensley VP of SecureWorks' Counter Threat Unit (CTU) Research Org
Tues., 2:15 PM	Lagoon H	Virtualization	Virtualization for Business Continuity as a Competitive Advantage	You will learn some proven practices to turn data protection technologies from a cost to an operational benefit.	Guy Chapman Senior Technical Consultant
Tues., 4:15 PM	Mandalay Bay L	Networking	Building a network that supports the business not a business that supports the network	Some networking vendors tell a story of simplicity that dead ends with higher costs and "lock in". Learn how to build upon your existing infrastructure while still advancing the performance and capabilities of the network.	Michael Rothschild Consultant Dell Networking
Wed., 3:15 PM	Mandalay Bay L	Networking	Think outside the switch	There is a need to develop new business processes that are neither server, storage or network centric. Learn how Dell solutions-based perspective shifts management across the entire network to achieve a best in class process.	Larry Hart Sr. Dir., Global Marketing, Dell Networking
Thurs., 9:00 AM	Mandalay Bay L	Storage	Taming Your Wild Data Landscape	Data holds a key to your success. Changes to the data landscape are making it increasingly difficult to store, retrieve, and deliver the right data where and when it's needed. See how Dell's Intelligent Data Management solutions can help transform your data from an administrative nightmare into a strategic asset.	Brandon Canaday Marketing Director, Enterprise Storage Solutions
Thurs., 10 AM	Mandalay Bay L	Storage	Manage Data Differently with Fluid Data Storage	Data has become the currency of business. Learn why Fluid Data is the right storage for the data economy.	Jason Glauch SA Manager Dell Compellent

# Dell presentations in booth theater #1651

Date / Time			Main Focus	Title	Session Abstract	Presenter	Dell Org
Tues.	Wed.	Thurs.					
Daily on the hour and half hour	Daily on the hour and half hour	Daily on the hour and half hour	Dell Enterprise	Solutions for the Virtual Era	Dramatic growth in data traffic, mobile devices, and virtualization technologies are all driving the adoption of highly efficient Ethernet fabric, high speed cloud-based applications and rapid deployment services. Learn how Dell's open, capable, and affordable solutions will help you address the needs of the Virtual Era.	Madison Alexander	Dell Corporate Comm.
Tues., May 10 1PM			Information Security Data	Putting the "Action" and "Intelligence" in Actionable Security Intelligence	Learn about information security services to help organizations of all sizes protect their IT assets, comply with regulations and reduce security costs.	Barry Hensley	SecureWorks
	Wed., May 11 4:30PM	Thurs., May 12 1PM	Managing multi-vendor environments	Boosting network efficiency and data center flexibility	Leveraging the investments you already have made Dell Advanced Infrastructure manager (AIM) improves operational efficiencies by automating network connectivity, reconfiguration, and workload retargeting.	Eli Lazich & Randy Miller	Product Marketing - AIM
Tues., May 10 11:30AM & 3:30PM			Networking	Building a network that supports the business not a business that supports the network	Some networking vendors tell a story of simplicity that dead ends with higher costs and "lock in". Learn how to build upon your existing infrastructure while still advancing the performance and capabilities of the network.	Michael Rothschild	Networking
Tues., May 10 3PM	Wed., May 11 10:45AM & 4PM		Networking	Drive Efficiency into your network	Learn how Dell PowerConnect switches can help you reduce the cost and complexity of managing Ethernet networks.	Jason Echols	Networking
	Wed., May 11 2:30PM		Networking (Blade IO)	The Incredible Shrinking Data Center	Limited resources and increasing IT demands combine to create major IT challenges. Combining powerful Dell modular architectures featuring converged networking solutions deliver real benefits and value today.	Nelson Stewart	Networking
	Wed., May 11 1PM	Thurs., May 12 10:45AM	Networking (B-Series products)	Network your way to an Efficient Data Center - Dell B-Series products	Learn how the end-to-end portfolio of Dell B-Series Networking enables an efficient alternative for today's demanding data centers	Craig Phelps	Networking
Tues., May 10 2PM	Wed., May 11 10:15AM		Networking (J-Series products)	Scalable and secure enterprise solutions for networking	Provide secure access to the branch and the data center with the J-SRX series. Migrate your data center from 1GbE to 10GbE with J-4200 and J-4500 ToR solutions.	Vaishali Ghiya	Networking

# Dell presentations in booth theater #1651

Date / Time			Main Focus	Title	Session Abstract	Presenter	Dell Org
Tues.	Wed.	Thurs.					
	Wed., May 11 11:35AM	Thurs., May 12 Noon	Networking (Wireless)	Wireless without Compromise	Learn how to open your WLAN to any wireless device while still staying secure and in control. Provide secure wireless access to your workforce, partners and their guest painlessly without burdening your IT.	Gabby Chan	Networking
Tues., May 10 10:15AM	Wed., May 11 12:30PM	Thurs., May 12 12:30PM	Networking Services	Dell Networking Services	Networks can be complex. Learn about Dell's end-to-end networking services including Assessment, Design, Implementation, Management, and Support to address your networking infrastructure life-cycle needs.	Anish Suri, Jeff Mersberger, or Ron Howell	Global Services
Tues., May 10 10:45AM			Server Compute	What's next in data center servers	Learn about new server technologies and how to integrate them into your data center. Differentiate the advantages of blades from rack mounts and understand how IO options impact overall performance and connectivity.	Brian Payne	Server
Tues., May 10 4:30PM	Wed., May 11 3PM		Server Connectivity	Converged Network Daughter Card (NDC) and NIC Partitioning (NPAR)	This presentation will explain the value of converged networking/storage solutions. It will also describe NIC partitioning and it can be used to manage network bandwidth.	Maziar Tamadon, Broadcom	Server w/ partner Broadcom
Tues., May 10 Noon	Wed., May 11 3:30PM	Thurs., May 12 11AM	Solution Customization / OEM	Build your ideas into reality -- Dell OEM Solutions	Dell OEM Solutions consists of over 300 people that help companies build their products and solutions on Dell technology. Come hear how you can make our capabilities yours.	Franklin Flint	Dell OEM
Tues., May 10 4PM	Wed., May 11 2PM	Thurs., May 12 11:30AM	Storage	Manage Data Differently with Fluid Data Storage	Data has become the currency of business. Learn why Fluid Data is the right storage for the data economy.	Jason Glauch	Storage-Compellent
Tues., May 10 2:30PM	Wed., May 11 11AM		Storage / Networking	One fabric binds them all	Storage and networking are key technologies that must work together. Learn about an end-to-end DCB enhanced Ethernet storage infrastructure that meets your current needs and enables you to meet the needs of tomorrow.	Tony Ansley	Storage
Tues., May 10 12:30PM	Wed., May 11 Noon	Drive Efficiency into your network	Virtualization	Dell vStart: The simple, fast and smart path to ready to run virtual infrastructure	Come learn how you can now get the infrastructure (servers, storage, networking, and more) you need to run virtual machines in hours, not weeks.	James Meeker	Product Marketing - vStart
Tues., May 10 1:30PM			Virtualization	Virtualization for Business Continuity as a Competitive Advantage	You will learn some proven practices to turn data protection technologies from a cost to an operational benefit.	Guy Chapman	Global Services

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