

# a new way FORWARD

## Breakout Session Descriptions

*Breakout Session 1 (9:15a -10:15a)*

### **CLOUD COMPUTING (Track 1A)**

As the economy heals, Cloud computing will continue to gather momentum as the primary way to cut IT costs, reduce risks and quickly adapt to the ever-changing competitive marketplace.

Cloud computing is not a product, it's a concept. It is a revolutionary way of sourcing and delivering IT services. Multiple cloud services, along with internal resources, can be brought together in a pragmatic blend to form Composite IT platforms that have dramatic utility. This session will review the plethora of Applications, Platforms and Infrastructure services that are now available from the likes of Microsoft, Google and Amazon, as well many others. Panelists will share experience and tips about making the emerging Cloud and Composite IT platforms work for your organization.

### **CYBER SECURITY (Track 1B)**

Cyber Security is a high priority for commercial, academic and governmental systems. The threat is ever present, dynamic and challenging. This session will discuss current threats and approaches leading organizations are taking to characterize, detect, and prevent against cyber security attacks.

### **GO LEAN (Track 1D)**

Often it's not the biggest, but the fastest, that survives. Whether in service, software, or technology, launching products or services quickly, with quality, and iterating often allows for continuous improvement, more innovation, and higher revenues. In this session, learn about how running Lean can help improve quality, eliminate waste, reduce time, and minimize costs.

### **EXPLORING FINANCIAL OPTIONS & STRATEGIES (Track 1E)**

sponsored by **Toronto Stock Exchange**

As we emerge from the recent financial crisis, this session will identify changes in the economy and how current trends might impact financial markets. We will explore recent merger and acquisition activity in the technology sector, options for initial public offerings, and trends in venture capital.

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Breakout Session 2 (11a – Noon)

## Engaging your Staff in the Greening of IT (Track 2A)

When most of us think of Green IT, we think of big power saving initiatives that few IT Staff actually get to participate in. Hear from organizations who have engaged the hearts and hands of their IT Staff to get personally involved in simple day to day activities that are helping to Green IT. Hear from local IT leaders who have different roll out and implementation processes that have produced measurable results for their organizations. This session is a great spring board for any IT organization looking to launch Green initiatives or revitalize their current Green programs.

## Video Games and Entertainment Software as an Industry (Track 2B)

America's entertainment software industry creates a wide array of computer and video games to meet the demands and tastes of audiences as diverse as our nation's population. Today's gamers include millions of Americans of all ages and backgrounds. In fact, more than two-thirds of all American households play games. This vast audience is fueling growth in this multi-billion dollar industry and bringing jobs to communities around the world. Come to this session to hear about the technology how Minnesota is already a player in this growing field.

## Communication Evolution (Track 2C)

How are communication patterns changing, and how does this change the way we work? This session will explore advances in the integration of real-time communication technologies such as instant messaging (chat), presence information, IP telephony, HD video conferencing, call control and speech recognition into our workplace. Panel members will discuss their experience regarding leveraging both existing and emerging communication technologies to improve the performance of your organization.

## Innovation Management (Track 2D)

Innovation is back. It seems like every company has an innovation agenda today. But if innovation was easy, everyone would be doing it! Come hear from local technical leaders as they share their insights and answer your questions regarding the practical aspects of creating a culture of innovation within their companies. What works? What doesn't? What can you take back to the office tomorrow and apply?

## Lessons Learned on the Entrepreneurial Journey (Track 2E)

sponsored by **Minnesota Cup**

Ever think of branching off on your own, becoming an entrepreneur and starting your own business? Hear from three innovators who have had both successes and failures in their journeys as entrepreneurs. Learn what to do and what not to do if you're thinking of starting a new venture of your own.

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Breakout Session 3 (1:15p -2:15p)

## Virtualization (Track 3A)

Virtualization has arrived, and continues to mature in enterprise Data Centers of all sizes. The Desktop and End-User Computing is the next frontier. New products and strategies from major vendors including Microsoft, VMware and Quest are focused on making 2010 the year of the Virtualized Desktop/Client. This session will provide an update on the latest in virtualization from the market leaders and newcomers, and present several case studies of successful desktop, application and server virtualization deployments, highlighting ROI, lessons learned and providing a look at the future opportunities.

## Social Media and the Workplace (Track 3B)

Facebook, Twitter, Instant Messaging, Blogs and Wikis are many of the ways employees are using Social Media to communicate and collaborate with each other and your customers. Social Media has enabled us to stay more connected, and enable more global real-time communication. It also blurs the lines between professional and private lives and can disrupt workplace productivity. Hear from a panel as they discuss their experiences of being Social.

## STEM the Tide (Track 3C)

sponsored by: **60° Manufacturing and Applied Engineering Center of Excellence**

You have read the articles - the U.S. is losing ground in STEM (science, technology, engineering, mathematics) professions at an alarming rate. Minnesota is not immune to this trend. At MHTA we partner with Minnesota companies and stand up firmly to change this trend. Join this breakout to review national as well as Minnesota STEM trends. These trends affect your ability to find talent, it affects your children's future and it affects the health of Minnesota Companies and Minnesota overall. The balance of this session will talk about what you and your organization can do to help us "STEM the Tide" and turn it around to provide a solid STEM future within Minnesota.

## Smart Grid (Track 3D)

Smart Grid will revolutionize the way that energy is distributed and used in the United States providing a whole new level of energy awareness and efficiency. Along with the new and more flexible control of power will come several challenges including privacy issues of the end-user, sophistication of the energy-distribution network, and new and innovative applications that will stress the power grid. The challenges for the IT professionals will be to take what we've learned in deploying large IT solutions regarding privacy, security and business applications and apply these lessons to the smart grid infrastructures.

## HealthCare IT (Track 3E)

Few information technology sectors are as demanding and fluid as the Healthcare IT industry. The challenges facing the leaders on our panel demand that they run lean organizations that get the most out of each investment. Come listen to our industry experts describe how they lead their organizations through this period of change, while delivering the highest level of services to the stakeholders in this important market. You will also contrast and compare the challenges that are specific to the Healthcare industry -- many of which will surprise and enlighten you.