

## EMC Day at Michigan State University

Thursday, July 21, 2011  
8:00 a.m. – 2:00 p.m.

Please Join EMC and Advizex for an exclusive event with your peers, to learn the innovative ways you can **Store, Protect, Optimize and Leverage** your information with EMC Solutions.

**Win an iPad!** There will be prizes awarded at each session, including an iPad at one of the sessions.

Don't miss this opportunity to meet with EMC & AdvizeX experts and discuss our industry-leading portfolio of virtualization, information storage, information protection, information security and information management and intelligence products and services that will help you reach the full potential of cloud computing safely and efficiently.

Whether you are interested in Virtualization, Backup and Recovery, Managing Big Data or the Simplicity of Unified Storage – this event covers it ALL.

### Agenda:

8:00am: Breakfast and Registration  
8:30am: Private Cloud  
9:30am: Cloud Storage & Archiving  
10:30am: Tapeless Backup  
11:30am: Big Data  
12:20pm: Lunch  
1:00pm: Unified Storage  
1:40pm: RSA/NetWitness

Space is limited, RSVP to: [jamie.southern@emc.com](mailto:jamie.southern@emc.com).  
Please provide the following information: Name, Company, Title, Address, Email Address and Telephone Number



### Event Details

**Date:** Thursday, July 21<sup>st</sup>  
**Time:** 8:00am – 2:00pm  
**Location:** MSU - E105 East  
Fee in East Lansing

### Event Sponsored By:



AdvizeX Technologies is an EMC Velocity2 Signature Partner. AdvizeX is a top member of EMC's Authorized Services Network, an elite community of service partners that compliments and extends EMC services.

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## Detailed Agenda and Session Descriptions

8:00 a.m. – Breakfast and Registration

8:30 a.m. – **Private Cloud** – The move to a hybrid cloud and IT-as-a-Service is not just about technology, it's about changing how IT operates to be more relevant to the University. New roles, new skills, and new organizational models are at the heart of this transition. Virtualization of compute, network and storage – for applications and desktop – and the ability to cluster data centers for 24 x 7 availability (of entire stack – network, compute storage) significantly change the traditional IT economic model.

9:20 a.m. – Break & Prize Drawing

9:30 a.m. – **Cloud Storage & Archiving** – Use Atmos for innovative ways to share secured research data, provide student and faculty share drives, reduce primary storage capacity and shrink backups.

10:20 a.m. – Break & Prize Drawing

10:30 a.m. – **Tapeless Backup** – Reduce network utilization, secondary storage growth, and backup time in MSU's departments, remote sites, data center local area networks (LANs), and VMware environments. See how MSU can offer a centralized off-site copy of its departments' backups.

11:20 a.m. – Break & Prize Drawing

11:30 a.m. – **Big Data** – simplify exponential data growth with one scalable simplified file system – great for research, digitization of books & periodicals, user file directories. While cloud computing is transforming IT, Big Data is transforming academia. EMC is helping universities unlock the potential of Big Data to create more value from their information.

12:20 p.m. – Lunch & Prize Drawing

1:00 p.m. – **Unified Storage** - See how the new EMC VNX offers breakthrough efficiency, simplicity, and power for your virtual environment—3X faster and 25% more efficient, guaranteed. Supports multi-protocol access to storage with built-in deduplication, compression, simplified management, high performance, and more than 50 points of VMWare integration.

1:40 p.m. – **RSA / Netwitness** – See how to provide precise and pervasive network visibility, enabling security teams to detect and remediate advanced threats while automating the incident investigation process.