COPENHAGEN 1.10.2019

KEYNOTES

8:30 - 9:15   **IDC present their view on Multicloud**
Speaker: Carla Arend, Senior Program Director Europe

9:15 - 10:00   **Red Hat Changing the way we work (to change organizations & industries)**
Together with Accenture on "True Business Agility"
Speakers: Santiago Madruga Red Hat EMEA VP, Presales and services.
Robert Kinnerfelt, Nordic Business Agility Lead, Accenture

BUSINESS & SOLUTIONS SESSIONS

10:20 - 11.00
Agile Integration: Transforming Enterprises - Nothing happens until something is integrated
"Transforming Enterprises One Integration at a Time". - Manfred Bortenschlager In digital business, nothing happens until something is integrated. The success (or failure) of a new service or application depends on its ability to communicate with other services, across an infrastructure, in scalable, secure ways. That is the challenge of integration. Integration allows to make the most of data, from accessing legacy systems to enabling communication across microservices to allowing real-time business insights. Defining an integration strategy enables customers to execute on their digital transformation strategy and business objectives. This talk will include: * How we help our customers solve Integration challenges * Top winning use cases and business benefits * What's hot in the integration space

Speakers: Manfred Bortenschlager; EMEA Sales Lead - Agile Integration
Peter Lau; Sales Specialist, Application Development, Middleware and Container Platforms

Who should attend: IT Management / Enterprise Architects / Application owners

11:10 - 11:50
Hybrid Cloud Strategies in Financial Services (FSI)
Moving to the cloud presents numerous potential benefits, but also challenges like e.g. security, regulation on data location, etc. Red Hat is working with FSI organizations around the globe as they wrestle with how and where to embrace the cloud. With reference to current customer examples, we can explain how hybrid cloud - and specifically, OPEN hybrid cloud - can provide a common layer that unifies on-premise, private cloud, and multiple public clouds to give businesses full ownership and control of data as well as the ability to respond faster to changing regulation and customer demands.

Speakers: Tim Hooley; Chief Technologist, EMEA FSI
Mattias Paulsson, Head of Solution Strategy and Business Development, Nordics

Who should attend: IT Management / Enterprise Architects / Application owners
 - the session includes a specific Financial Services use case

13:15 - 13:55

Building the cloud-native future with application environments for hybrid and multi-clouds

Organizations have complex application environments that include multiple deployment infrastructures, tools, languages, and frameworks, making task, tool and training management a challenge. Having a robust, flexible, future-proof unified application environment in which existing and new applications operate and function across highly-distributed platform is essential. Red Hat Middleware supports a powerful, unified application environment with capabilities that have been engineered together to develop, deploy and cost-effectively run hybrid and multi-cloud business applications at scale, supporting IT and business leadership concerns. Come and learn how you can improve operational reliability, developer productivity with a flexible application environment by Red Hat that supports hybrid and multi-cloud deployments.

Speakers: Syed M Shaaf; Open Source technology evangelist. Peter Lau; Sales specialist

Who should attend: IT Management / Enterprise Architects / Application owners

14:05 - 14:45

Multi Cloud - & Data Gateway. How the cloud gateway helps you secure your data in a multi-hybrid-cloud environment (Public Sector)

One existing part of Openshift Container Storage is the Multi Cloud Data Gateway. This part provides the possibility to decide based on data regulations where things should be stored - On Premise, in AWS, GCE or Azure or somewhere else - in a transparent way for developers and users. In this session we will highlight some possibilities this gives for your different data security needs.

Speakers: Eran Tamir; Senior Principal Product Manager at Red Hat, Multi-Cloud Object Gateway [NooBaa]
Andreas Berqvist; Red Hat Storage and HCI Nordics

Who should attend: IT Management / Enterprise Architects / Application owners
 - the session includes a specific Public Sector use case

15:15 - 15:55

The culture of connected things; key elements for success in the connected world of IOT, ML and AI

Key elements for success in the connected world of IOT, ML and AI (Ronald Meuwsen) IOT, ML and AI provide massive business opportunities. By connecting the worlds´ devices, businesses are using all the data from connecting these things to improve business processes. Eg by complex event processing mechanisms and automating manual processes such as in the area of Vehicle Routing and Maintenance Scheduling, businesses are achieving tremendous business value. While many organizations see the potential of all the data that connected things can deliver, and certainly the technologies are there to deliver on that promise, technology by itself will not succeed. In this presentation you will hear about the cultural aspects that a business needs to take into consideration to make any technology initiative successful, not least that of "connected things" and IOT, ML and AI. You will also learn how Red Hat's own collaborative culture and Open Organization supports any new (technology) initiatives at Red Hat.

Speakers: Laura Lepistö, Sales specialist for Modern Application Dev, Luca Gabella, EMEA Business Development Manager Digital Transformation & IoT

Who should attend: IT Management / Enterprise Architects / Application owners

16:05 - 16:45
Cultural change: how to drive a Modernization Path through Red Hat (Open Culture, DevOps)
The Modernization and Migration path is not just a technical change; people are a key factor to address this transformation journey. We will discuss about how Red Hat can drive and support this through the Open Culture approach. Why it really matters, how to engage people, why DevOps is critical to be more competitive. The talk will include customer scenarios and real examples.

Speakers: Mattias Paulsson; Head of Solution Strategy and Business Development, Nordics
Manfred Bortenschlager; EMEA Sales Lead - Agile Integration

Who should attend: IT Management / Enterprise Architects / Application owners

CUSTOMER REFERENCES
A number of customer and partner references will present during the Forums.

10:20 - 11:00
Unfolding DevOps potential in the Danish Tax Agency
This session will cover Danish Tax agencies journey implementing DevOps organisation.The Danish Tax agency started a transformation of their IT department from outsourcing to in-house system development. The transformation quickly called for faster and more flexible infrastructure. DevOps organisation was created in order to transform the ways of working, add more automation, CI/CD, infrastructure as code and containerisation.

Speaker: Aske Jørgensen, Head of DevOps at Udviklings- og Forenklingsstyrelsen

11:10 - 11:50
Accelerating Business and Fueling Transformation
HPE and RED HAT has been working together to deliver solutions for many years. Learn about HPE intelligent data platform and why InfoSight changes some of the most trivial tasks. We will also look into the journey to Memory-Driven Computing with Gen-Z

13:15 - 13:55
How to adopt a game changing platform in scale
On how a well established software development company went about making the best of the OpenShift Container Platform. Challenges and approach to do a scaled transition onto a very different platform. From classic application development to api first, cloud native microservices.'

Speakers: Lars Christensen, Department Manager at Bankdata

14:05 - 14:45
Red Hat – Microsoft – stronger together
Microsoft is a company that has a long lasting history. During this session we will go back in time and guide the audience through the journey Microsoft made to be where we are now. Part of the session will also be to explain to the audience how Red Hat and Microsoft are working to support their joint customers.

Speakers: Rene Moddejongen, Business Group Lead Open Source Microsoft Western Europe HQ & Toni Willberg, One Commercial Partner, Open Source Infra Lead

15:15 - 15:55
Architecting for agility in Open Banking
The banking market is constantly being disrupted with new tech and fintech competition innovating and transforming the industry. In this session, we'll cover:• How digital decoupling enables agility and speed.• How to break down systems of record into an agile architecture.• Red Hat technologies that enable modernizing the banking IT landscape.• How we've accomplished this for one large UK bank and the key learnings.

Speaker: Bruno Azenha, Senior Technology Architect @ Accenture UK
Bruno Azenha is a Senior Technology Architect at Accenture. He specialized in digital transformation for Banking industry and has a strong business and technology background. He has helped in defining architecture strategy and managed delivery of digital channels and Open Banking capabilities for several banks across UKI.

TECHNICAL SESSION: Operations / Technical influencers
10:20 - 11:00
Red Hat Management Portfolio Overview & roadmap
Get an overview of the Red Hat Management portfolio, how to leverage the new functionality

Speaker: Brent Midwood; Manager, Product Management

Who should attend: Operations / Technical influencer

13:15 - 13:55
Stop firefighting - Remain stable, secure and compliant proactively with Insights & Cloud Management Services
Product demo and deep dive into Red Hat Insights and Cloud Management Services for RHEL. These Software-as-a-Service solutions assist with managing RHEL at scale by proactively identifying and remediating issues to ensure your environments remain performant, available, secure and compliant.

Speaker: Rob Williams; Principal Product Manager
Who should attend: Operations / Technical influencer

15:15 - 15:55
How to Migrate OpenShift 3 workload to OpenShift 4
What options are there and How to migrate workloads from OpenShift 3 to OpenShift 4

Speakers: Magnus Glantz; Senior Solution Architect. Håkan Hagenrud; Senior Solution Architect. Johnny Westerlund; Senior Solution Architect

Who should attend: Operations / Technical influencer

TECHNICAL SESSION: Developers / architects

11:10 - 11:50
OpenShift 4 - why the new generation enterprise Kubernetes matters
Kubernetes has taken the world by storm and is positioned to be the next "operating system" for the cloud. Red Hat has brought Kubernetes to the enterprise with Red Hat OpenShift just as Red Hat did with for Linux fifteen years ago. OpenShift 4, the latest version of OpenShift, is bringing even more enterprise functionality to the platform with advanced installation and operational capabilities. Check out this session to learn more about the exciting new enhancements coming with OpenShift 4, and learn how to use them.

Speaker: Jacob Borella; Senior Solution Architect

Who should attend: Developers / Architects

14:05 - 14:45
Quarkus - hyperscaling Java in Kubernetes
Quarkus is a new Kubernetes native Java framework that provides an effective solution for running Java in this new world of serverless, microservices and containers. Quarkus delivers significant runtime efficiencies with extremely fast startup times (milliseconds), low memory utilization and great developer experience. In this session we will introduce Quarkus and demonstrate its capabilities.

Speakers: Timo Friman; Solution Architect
Martin Östmark; Team Lead, Solution Architects

Who should attend: Developers / Architects

16:05 - 16:45
Agile Integration - The better way to build & manage APIs cloud natively
Distributed integration, APIs, and containers deliver business value in a digital world - from supporting internal innovation and enabling cross-enterprise agility. In this session we will look at the core concepts of distributed integration and how to establish an efficient API lifecycle - from design to implementation and management.

Speaker: Mikael Diwing; Solution Architect

Who should attend: Developers / Architects

EXECUTIVE AND RED HAT CULTURE SESSIONS

10:20 - 11:50
For leaders - Culture and organization topics
Lengths: 90 minutes

This track will focus on how culture and engagement drive business results. We will share our thoughts, provide examples from our daily life and also share some practices that we use within Red Hat and how this drive innovation.

Attendees will receive a copy of the book "Organize for Innovation" written by Jim Whitehurst

Topics to be covered:

- Introduction
- Open Org and Open Leadership
- Moderated discussions

- Open culture to improve your initiatives.
- Leverage Business Agility with culture
- Improve your meetings the Open Source way
- Using Open to become a better business partner

Who should attend? Leaders and people interested in building innovative teams.