

Preview Program



Energy Efficiency...
Performance...Clouds...

November 29-30, 2011

Santa Clara Marriott
Santa Clara, California

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Register Online

ServerDesignSummit.com

Chairperson's Message



Servers today are a huge market (\$50 billion) that is currently very much in flux. Virtualization and server consolidation continue to have an enormous effect. The movement of computing to the cloud also has changed the way we view and use servers. Data centers and other server users face many other issues as well, including the traditional energy consumption, cooling, cabling, and other hardware problems plus architectural challenges and new requirements. And all this on budgets that are stable at best.

One obvious problem is that rapid advances in processor technology have led to bottlenecks in other areas. The latest multicore chips built to the smallest process dimension cannot reach their full potential if they must wait for other components. Memory, storage, I/O, and interconnect all must be able to keep up with new CPUs.

The Server Design Summit is focusing on three major issues: energy efficiency, performance, and cloud. It includes roadmaps from major processor vendors and outlooks from major server vendors and users. It also has sessions on topics ranging from reducing power consumption through keeping up with data demands, server and application acceleration, and optimizing cloud servers. Facebook will

describe the steps they have taken to reduce both capital and operating costs for their enormous new data centers.

Server Design Summit should help attendees understand better how to design servers, what servers to acquire, and how to manage them better. It should also help them meet new challenges in a period of slow economic growth. If you are designing servers, making hardware or software for them, or using them in a data center, telecom center, supercomputer center, or hosting service, Server Design Summit is the place for you. Please join us.

Swapna Yasarapu
Conference Chairperson
Sr. Technical Marketing Manager, STEC

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Summit Highlights

Server Design Summit 2011: The only conference focused entirely on servers and server design!

Server Design Summit will provide attendees with practical information on the current state of servers and their hardware, software, construction, applications, management, and operation. The Summit will include three major tracks:

Energy Track

Servers and data centers now consume approximately 1-2% of the world's energy, and their consumption is growing. This Track will show state of the art solutions for enhancing server and data center energy efficiency and monitoring. Topics will include strategies for optimized system power, improved system cooling, extended environmental solutions, and optimized energy efficient server components.

Performance Track

Servers are a \$50 billion market today. Clearly, data centers are trying to get the most out of these huge expenditures. This Track will show you how to Increase storage performance and keep up with CPU data demands. You will learn ways to increase performance at the component, system, and peripheral level, as well as ways to accelerate servers in general and for running particularly common and demanding applications such as Oracle and SAP.

Cloud Track

This track examines the effects of cloud computing on server design. You will learn strategies for optimizing cloud servers for both cost and performance. The latest information on virtualization, cloud connectivity, cloud infrastructure, and microservers will be presented.

Summit Features

- Session on Facebook Open Compute Project *(Hear how Facebook has developed servers that are 38% more efficient but cost 24% less to build)*
- Presentations by Intel, IBM, Microsoft, GE, Dell, Oracle, HP, and many others
- Plenary on Server Roadmaps *(Intel, AMD, Calxeda, Oracle)*
- Plenary on Cloud Server Design Tradeoffs *(Dell, HP, Cisco, SeaMicro, Oracle)*

This year's program will offer insights for building a lean, green super machine, and cover such key emerging topics as:

- Reducing server power consumption
- Keeping up with CPU data demands
- Improving power and cooling
- Increasing storage performance
- Accelerating applications

continued



“Factory revenue in the worldwide server market increased 17.9% year over year to \$13.2 billion in the second quarter of 2011.”

IDC

Summit Highlights *Continued*

Why Attend Server Design Summit 2011

Server Design Summit can help you win a bigger share of the \$50 billion server market. It's the only conference dedicated entirely to servers.

- Cool and power servers more efficiently
- Increase server performance
- Accelerate applications
- Make servers ready for the cloud

Server Design Summit will provide attendees with practical information on the current state of servers and their hardware, software, construction, applications, management, and operation. It will include three major tracks:

- Saving Energy in Servers and Datacenters
- Increasing Server Performance
- Designing Cloud Servers

Server Design Summit focuses on the design of next-generation servers ranging from simple blades to powerful high-end systems. Summit attendees will take home vital information in the following areas:

- Reducing server power consumption
- Reducing storage costs
- Solving cooling problems
- Accelerating common applications
- Creating scalable infrastructures



“the costs of server management, including power and cooling costs, will outpace the costs of buying these servers by a factor of four times and eight times respectively.”

IDC

Early Exhibitors

- AgigA Tech
- CoolIt Systems
- IDT
- STEC
- Stratus
- Viking Modular Solutions

Intended Audience

- Server hardware and software designers
- Embedded system designers
- Communications and networking specialists
- Applications engineers
- CIOs, IT, IS, and server managers
- Engineering managers
- Hardware and software managers
- Solution providers and consultants
- Network and computer managers
- VARs, OEMs, system integrators
- Data center designers and managers
- Test engineers
- Venture capitalists
- Design services companies
- System analysts and engineers
- Marketing and product managers
- Telco center managers and engineers
- High-performance computing specialists

The Summit is open to everyone involved in the design, development, integration, marketing, use, or support of servers, or related hardware, software, or services.

Keynote Presentations *open to all Summit attendees*

Keynote 1: TBD **OPEN**

Jason Waxman, General Manager,
Intel Data Center Group

Tuesday, 11:30 am - Noon

Abstract coming soon



Jason Waxman is responsible for Intel's High Density Servers. His role includes a focus on blade servers, internet datacenters, and technology for future dense data center architecture. He

is also responsible for Intel's initiatives in cloud computing. Jason holds executive positions in industry design efforts, including the board of Blade.org and the Server System Infrastructure Forum. He has previously served as the director for Intel's Xeon™ processor and chipset product lines and the related platform enabling and customer relationships. Jason has spent the last 11 years of his Intel career in enterprise computing focused on server products and technologies. He has been involved in the introduction of over 12 new platforms. Before joining Intel, Jason worked in strategic planning for an industrial components company and as a management consultant. He holds Bachelor and Masters Degrees in engineering and an MBA from Cornell University.

Special Keynote: TBD **OPEN**

Robert Hormuth, Director of
Server Architecture, Office of the
CTO, Dell

Tuesday, 1:30 - 2:00 pm

Abstract coming soon

Robert Hormuth has been with Dell since 2007. He has previous experience with Intel and National Instruments. His areas of expertise include I/O peripheral design, x86 system design, BIOS, and FPGA/ASIC design. He has worked on the creation of several industry standards, including VME and PCI. Robert has three patents granted

and four pending. He holds a BS in Electrical and Computer Engineering from the University of Texas at Austin.

Keynote 2: TBD **OPEN**

Sarwar Raza, Distinguished
Architect, Office of the CTO, HP
Networking

Tuesday, 2:00 - 2:30 pm

Abstract coming soon

Sarwar Raza provides technical and marketing leadership spanning cloud networking and orchestration, network and systems management, and unified communications and collaboration to engineering, marketing, and sales teams across HP's product and service businesses. Prior to joining HP, Sarwar held senior roles in product management and engineering at 3Com. He has a Bachelors Degree in Economics and Computer Science (Phi Beta Kappa) from Clark University, a Masters Degree in Computer Science with a concentration in Computer and Communications Networks from Worcester Polytechnic Institute, and an Executive Certificate in Management and Strategy from the Sloan School of Management at MIT.

Keynote 3: TBD **OPEN**

Keith Klemba, VP, SAP Research

Wednesday, 11:00 - 11:30 am

Abstract coming soon



Keith Klemba architects and implements next-generation computing systems for in-memory computing. His experience combines a keen sense of systems engineering with grounded business awareness. He is an expert in network communications, security, multimedia, wireless networking, networking infrastructures, and systems engineering. Before joining SAP, Keith was Co-Founder and Chief Architect for FireTide, a wireless mess networking company. He was

previously a Chief Technical Adviser at HP, where he was principal architect for OpenView. He also has experience with Vitalink Communications and SRI International. Keith holds over a dozen patents in security, communications, and networking.

Keynote 4: Solid State Memory Increases Server Performance Cost-Effectively **OPEN**

Adam Roberts, Solid State
Memory Architect, IBM

Wednesday, 11:30 am - Noon

Server performance can be improved significantly by taking advantage of solid state memory. Ever-increasing amounts of data, as well as the effects of clouds and virtualization, have helped fuel the need for high-speed storage. Efficient solid state drive architectures and hybrid SSD/HDD units can reduce power consumption significantly while achieving much higher performance in constrained spaces. Designers must evaluate solid state devices on the basis of overall system cost rather than on cost per byte to determine which storage architecture is best-suited to their applications.



Adam Roberts is the Solid State Memory Architect and Senior Engineer for the IBM System x Modular Storage Development Group. He is responsible for developing the group's strategic

direction for solid state based architectures and solutions, including the industry first 1.8 inch Enterprise exFlash solution. Roberts has over 20 years of engineering experience, including over 10 years with IBM in both server development and server storage development with several patents pending. He holds a Bachelor's Degree in Computer and Electrical Engineering from North Carolina State University.

Sessions *open to paid Summit registrants only*

ENERGY TRACK

Session 1-101: Reducing Server Power Consumption

Tuesday, 8:30 - 9:45 am

Using the Power Utilization Effective (PUE) index developed by The Green Grid, data center managers have been trying to reduce energy usage in data centers. One approach is to develop more efficient cooling techniques. Another is to substitute more energy-efficient semiconductor devices. This session offers perspectives from equipment and semiconductor makers on the best ways of promoting energy efficiency.

Session 1-102: Improving System Power and Cooling

Tuesday, 10:00 - 11:20 am

One way to reduce data center power consumption is by upgrading the power and cooling systems. The new ASHRAE standards allow for wider variations in data center conditions, thus reducing the need for power and cooling apparatus within servers. One can also manage power from a server application point-of-view so systems are active only when the application needs them. On-chip liquid cooling can also reduce the needs for power-consuming fans and other equipment. There are many approaches that can improve energy efficiency in the data center. We will focus on several of them in this session.

Session 1-103: Data Center Server Strategies

Tuesday, 2:30 - 3:45 pm

Data center strategies can help reduce server energy consumption. For example, liquid cooling can replace air cooling to reduce energy lost to fans and other air conditioning equipment. Higher temperatures and humidity levels can be tolerated as well under specific conditions. Legislation and regulations can affect strategies, as centers may be required to meet external mandates and promote sustainability.

Session 1-201: Reducing Data Center Power Usage

Wednesday, 8:30 - 9:45 am

There are many approaches to managing power for servers and data centers. One can focus on the power grid or on the uninterruptible power supplies (UPSes) that provide backup power, but often use a surprising amount of energy themselves. One can eliminate transformers to save energy, but that may decrease reliability. And despite the advantages of aggregating computing resources, an argument can be made for distributing tasks as a means of minimizing power usage. This session will offer insights into fresh approaches to data center power conservation.

PERFORMANCE TRACK

Session 2-101: Keeping up with CPU Data Demands

Tuesday, 8:30 - 9:45 am

Processor technology has advanced rapidly in recent years with multicores and smaller process dimensions. However, other parts of the server have not kept up. Advances in memory and storage are essential to avoid having the latest processors spend their time waiting for these other facilities to respond. New DRAM technologies, flash memory, and solid state drives (SSDs) are among the latest approaches to this problem. SSDs can use high-speed buses such as PCI Express that are widely used and already present in most architectures.

Session 2-102: Increasing Storage Performance

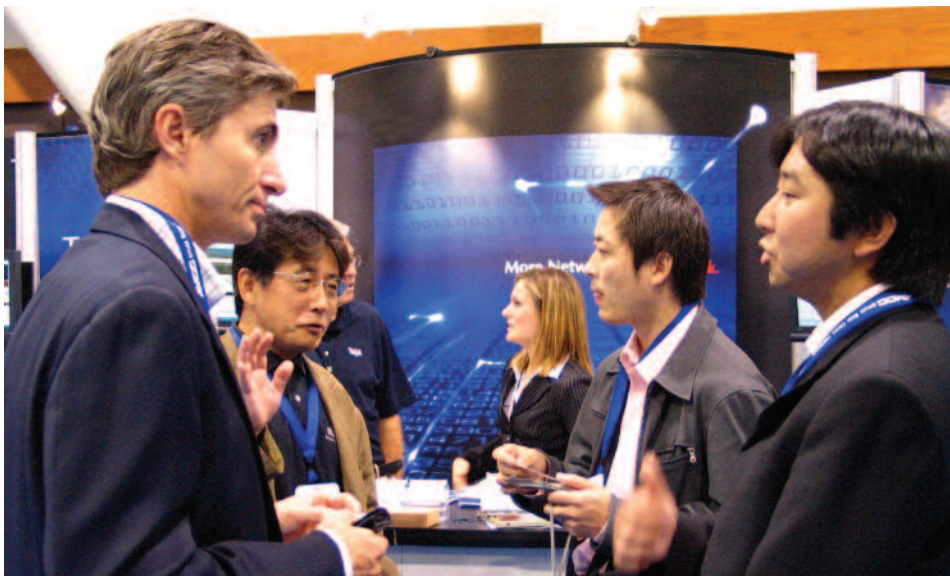
Tuesday, 10:00 - 11:20 am

With increased computing demands and more data to handle, data center managers face a constant need for higher performance at minimal cost. One popular current approach is to use solid state drives (SSDs). These devices can supplement traditional hard disk drives, acting as another storage tier, a high-speed non-volatile memory, or a cache. Such drives can fit virtually anywhere in a system, since they have no mechanical parts. They are much faster than hard disk drives, but significantly more expensive on a per-byte basis.



continued

Sessions *Continued*



Performance Track, continued

Session 2-103: System Scaling and Networking

Tuesday, 2:30 - 3:45 pm

Today's servers can be extended in many ways. PCI Express is an easy interface to use to expand servers to meet higher performance needs or provide additional flexibility or capabilities. Servers can also process packets and provide switching functions either in software or with the aid of additional hardware such as DSPs, FPGAs, and network processors.

Session 2-201: Accelerating Application Performance

Wednesday, 8:30 - 9:45 am

Applications can be accelerated in many ways. One approach is to add processing power via network processors or other devices. Another is to optimize the platform for particularly popular and important applications such as Oracle, SAP, and SAS. Still other approaches involves using SSDs instead of the traditional hard disk drives and avoiding slow operating system kernel.

CLLOUD TRACK

Session 3-101: Optimizing Cloud Servers for Cost and Performance

Tuesday, 8:30 - 9:45 am

A cloud is basically just a collection of IT assets that can serve a wide variety of purposes as a general utility. Servers clearly form an important part of those assets, since they perform both networking and computation tasks. What kinds of servers are best suited to provide the best cloud functionality? How can we achieve the optimal combination of cost, performance, flexibility, and availability required to fulfill the promise of cloud computing?

Session 3-102: Accelerating Cloud Connectivity

Tuesday, 10:00 - 11:20 am

Clouds require high-speed connections both internally and externally to customers. Low latency is essential to avoid annoying delays at the user end.

New versions of Ethernet can provide these characteristics, as can other interfaces. However, extremely high-speed connections always require extra components to preserve signal integrity over practical cable lengths.

Session 3-103: Virtualization and Cloud Servers

Tuesday, 2:30 - 3:45 pm

Virtualization is a key element in clouds to provide the flexibility required to handle a variety of applications. All elements of the cloud must be virtualized, including servers, I/O, storage, and networking. The cloud also requires an operating system that can take advantage of the cloud's features and provide services to applications. This combination provides the rapid reconfiguration and efficient assignment of resources required for multiuser public and private clouds.

Session 3-201: Cloud Infrastructure

Wednesday, 8:30 - 9:45 am

Cloud servers must fit into the overall cloud infrastructure which includes networking facilities, storage, and other components. They must also allow for easy expansion in a modular fashion as needs arise. Modularity is easier to achieve with large numbers of small low-cost servers. One can also assess the specific needs of cloud service providers by investigating use cases.

Open Forums *open to all Summit attendees*

Plenary on Server Roadmaps

OPEN

Tuesday, 4:00 - 5:15 pm

What do the processor makers have in store for servers over the next few years? We'll hear from Intel, AMD, Calxeda (a maker of ARM-based servers), and Oracle as to what we can expect. Their roadmaps will give us guidelines as to what must be accomplished in the rest of the server systems to maximize performance and minimize energy consumption. Processor advances will also govern general design schedules and performance estimates and analyses.

Beer, Pizza, and Chat with the Experts

OPEN

Tuesday, 7:00 - 8:30 pm

The Beer and Pizza Session is an opportunity for attendees to meet top experts in many crucial areas and ask questions in an informal setting. Each table has a different subject, and attendees are welcome to move from table to table. Table subjects will include cooling methods, memory, storage performance, high-speed links, virtualization, security, caching methods, application acceleration, server accelerators, cloud servers, and distributed computing. Beer, wine, soft drinks, and pizza will be served to promote the informal atmosphere and encourage networking. Emphasis will be on frequently asked questions, best practices, hints and warnings, major issues, and key products and standards.

Facebook Open Compute Project

OPEN

Wednesday, 10:00 - 11:00 am

This talk will review the Open Compute Project, an initiative to share the custom-engineered technology in Facebook's first dedicated data center. The technology delivered a 38% increase in energy efficiency at 24% lower cost. Inspired by the success of open source software, and aiming to encourage industry-wide collaboration around best practices for data center and server technology, Facebook has published technical specifications and mechanical CAD files for its data center's servers, power supplies, server racks, battery backup systems, and building design. The session will describe the motivations behind the project, the design of the data center and servers, and open strategy. It will also cover plans to drive both technological and environmental efficiency at Facebook and in the broader industry.

VC Forum

OPEN

Wednesday, 2:00 - 3:15 pm

The \$50 billion server market has been a productive area for startups. Opportunities exist today in both hardware and software, and include chips, peripherals, accelerators, and packaging, as well as management tools and utilities. Methods for monitoring and reducing energy usage (green technology) and cloud or virtualization-related hardware and software are particularly active areas at the current time.

Panel on Cloud Server Design Tradeoffs

OPEN

Wednesday, 2:00 - 3:15 pm

All the major server vendors plan to have cloud-optimized servers to meet the needs of public and private cloud developers. Such servers must offer high performance, high availability, and low cost, as well as the ability to operate in generalized and highly virtualized environments. The market for these servers includes large websites as well as hosting services. The predicted rapid rise in cloud usage over the next few years should make this a highly competitive area.

Panel on Future of Server Design

OPEN

Wednesday, 3:30 - 5:00 pm

Current server design issues include: balanced designs that allow memory, I/O, and storage to keep up with advances in processor technology; ways to reduce energy usage; ways to increase performance, particularly for extremely complex but vital business applications such as data mining and business intelligence; providing servers well-suited to the rapidly growing cloud market. This session will discuss all these issues, including distributed approaches that involve huge numbers of small, low-cost devices.

"IDC estimates that it will cost almost \$400,000 annually to power a 1,000 volume server-unit data center."

Schedule

OPEN: *open to all Summit attendees.*

Tuesday Nov 29

8:00 - 8:30 am

Registration
Continental Breakfast

8:30 - 9:45 am

ENERGY TRACK
Session 1-101: Reducing Server Power Consumption

PERFORMANCE TRACK
Session 2-101: Keeping up with CPU Data Demands

CLOUD TRACK
Session 3-101: Optimizing Cloud Servers for Cost and Performance

10:00 - 11:20 am

ENERGY TRACK
Session 1-102: Improving System Power and Cooling

PERFORMANCE TRACK
Session 2-102: Increasing Storage Performance

CLOUD TRACK
Session 3-102: Accelerating Cloud Connectivity

11:30 am - Noon

Keynote 1: Jason Waxman, Intel **OPEN**

Noon - 1:30 pm

Lunch **OPEN**
Exhibits **OPEN**

1:30 - 2:00 pm

Special Keynote: Robert Hormuth, Dell **OPEN**

2:00 - 2:30 pm

Keynote 2: Sarwar Raza, Hewlett-Packard **OPEN**

2:30 - 3:45 pm

ENERGY TRACK
Session 1-103: Data Center Server Strategies

PERFORMANCE TRACK
Session 2-103: System Scaling and Networking

CLOUD TRACK
Session 3-103: Virtualization and Cloud Servers

4:00 - 5:15 pm

Plenary on Server Roadmaps **OPEN**

5:00 - 7:00 pm

Exhibits **OPEN**
Industry Reception **OPEN**

7:00 - 8:30 pm

Beer, Pizza and Chat with the Experts (expert session with discussion tables) **OPEN**

Table Topics:
Cooling methods
Memory
Storage performance
High-speed links
Virtualization
Security
Application acceleration
Server accelerators
Caching methods
Cloud servers
Marketing
Distributed Computing

Wednesday Nov 30

8:00 - 8:30 am

Registration
Continental Breakfast

8:30 - 9:45 am

ENERGY TRACK
Session 1-201: Reducing Data Center Power Usage

PERFORMANCE TRACK
Session 2-201: Accelerating Application Performance

CLOUD TRACK
Session 3-201: Cloud Infrastructure

10:00 - 11:00 am

Facebook Open Compute Project

11:00 - 11:30 am

Keynote 3: Keith Klemba, SAP **OPEN**

11:30 am - Noon

Keynote 4: Adam Roberts, IBM **OPEN**

Noon - 2:00 pm

Lunch **OPEN**
Exhibits **OPEN**

2:00 - 3:15 pm

VC Forum **OPEN**

Panel on Cloud Server Design Tradeoffs **OPEN**

3:30 - 5:00 pm

Panel on Future of Server Design **OPEN**

Our thanks to this year's speakers.

Nishi Ahuja

Data Center Architect, Intel High Density Computing/Cloud Division

Mohammed Akhter

Principal Architect Communications Division, IDT

Eddie Arrage

Market Development Manager L2/3, Ixia

Ajoy Aswadhati

Director of System Products, PLX Technology

Hugh Barrass

Technologist, Cisco Systems

Curt Belusar

Director Platform Research and Development, Hewlett-Packard

Alex Benik

Principal, Battery Ventures

Brian Berg

President, Berg Software Design

Dileep

Bhandarkar

Distinguished Engineer, Microsoft

Kallol Biswas

CEO, Nucleodyne Systems

Naveen Bohra

Product Marketing Manager, Intel

Andras Borros

Senior Director Software Development, SunEdison

Jean Bozman

Research VP, IDC

Tom Burniece

President, Burniece Consulting Services

Jim Cantore

President, JLC Associates

Rohini

Chakravarty

Partner, New Enterprise Associates (NEA)

Frank Chang

Principal Engineer – Systems, Vitesse Semiconductor

Jim Cooke

Senior Manager for NAND Marketing, Micron Technology

Tom Coughlin

President, Coughlin Associates

Nabil Damouny

Sr. Director Strategic Marketing, Netronome

Alan Deikman

CTO, ZNYX Networks

Martin Dimitrov

Systems Engineer, Intel Software & Services Group

Eyran Eylon

Technology Development Mgr., Intel

Richard Fetik

CEO, Data Confidential

Camden Ford

Director of Product Management, Xsigo Systems

Karl Freund

VP Marketing, Calxeda

John Fryar

Senior Director of Technical Marketing, Exar

Bob Geiger

VP Engineering, TransLattice

Mark Gunn

VP Sales and Marketing, OneStop Systems

Jim Harrison

West Coast Editor, Electronic Products Magazine

Gopal Hegde

Senior Director UCS Rack Engineering, Cisco Systems

Rick Hetherington

VP SPARC Performance and Architecture, Oracle

Jonathan Hinkle

Memory Systems Architect, Viking Technology

Austin Hipes

VP Technology, NEI

Eric Hooper

Intel

Robert Hormuth

Director Server Architecture Office of the CTO, Dell

Frank Huerta

CEO, TransLattice

Phil Hughes

CEO, Clustered Systems

Jay Judkowitz

Director Product Management, Nimbula

Sylvie Kadivar

Director Strategic Marketing, Samsung Semiconductor

Mike Kaul

CEO, Sentilla

Keith Klemba

VP, SAP Research

Sameer

Kuppahalli

Product Marketing Manager, Inphi

Jay Kyathsandra

World Wide Technical Enabling Manager, Intel

Jorge Lach

System Architect, Oracle

Geoff Lyon

CEO, CoolIT Systems

Patrick

MacCartee

Director Product Management, MontaVista Software

Stan McClellan

Chief Architect, ZNYX Networks

Amir Michael

Hardware Design Manager, Facebook

Rao Mikkilineni

CTO/CEO, Kawa Objects

Andy Mills

CEO, Enmotus

Mark Monroe

Executive Director, The Green Grid

Samba Murthy

Independent Investor

Sergis Mushell

Principal Research Analyst, Gartner

Bruce Myatt

Director Mission Critical Facilities, M+W Group US

Don Newell

VP/Server CTO, AMD

Stephan Ohr

Analyst Analog and Power Semiconductors, Gartner

Brian O'Krafka

Fellow/Chief Architect, Schooner Information Technology

Gary Orenstein

VP Product and Technical Marketing, Fusion-io

Chandra Pandey

Director Solutions Engineering and Architecture, Juniper Networks

Scott Phillips

Senior Manager Flash Product Marketing, STEC

Jimmy Pike

Director/Server Architecture and Technology, Dell

Jim Porter

Owner, Disk/Trend

Adrian Proctor

VP Marketing, Viking Modular Solutions

Anil Rao

VP Product Management and Product Marketing, SeaMicro

Sarwar Raza

Distinguished Architect, Hewlett-Packard

Adam Roberts

Lead Engineer for RAID Storage Products, IBM

Chris Rust

Partner, US Venture Partners

Roy Sanford

CMO, Stratus

Ted Sanford

CEO, FlashSoft

Ron Sartore

CEO, AgigA Tech

Winston

Saunders

Director of Power Technology Execution, Intel Data Center Group

Gilad Shainer

Director of Technical Marketing, Mellanox Technologies

Esther Spanjer

Director SSD Technical Marketing, SMART Modular Technologies

John Stanley

Analyst Datacenter Technologies, The 451 Group

Robin

Steinbrecher

Senior Design Engineer, Intel Data Center Group

Scott Stetzer

VP Technical Marketing, STEC

Mark Szalkus

Director Technical Application Engineering, GE Digital Energy

Jerome Taylor

Field Applications Engineer, Netronome

Dan Tuchler

VP Product Management, Blade Network Technologies

John Vronis

Managing Director, Lightspeed Venture Partners

Don Walker

Enterprise Product Storage Architect, Dell

Jason Waxman

GM/High Density Computing, Intel Data Communications Group

Bill Weir

Sr Director Connect Products, Pericom Semiconductor

Jim Williams

Senior Product Manager, Oracle

Steve Wilson

VP Systems Management, Oracle

Swapna Yasarapu

Technical Marketing Manager, STEC

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Exhibitor / Sponsor
For exhibiting and sponsorship
opportunities please email
kat@ServerDesignSummit.com.

Lodging



**2700 Mission College Blvd.
Santa Clara, CA 95054 USA
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Fax: 408/352-4353**

The Santa Clara Marriott is located in the heart of Silicon Valley, just minutes from San Jose International Airport. The hotel features Bradley Ogden's award winning restaurant, Parcel 104, where Executive Chef Jonny Hall serves delicious and inspiring Northern California dishes. Guests may also enjoy the thrills of California's Great America, located adjacent to the hotel.

All of the Marriott's spacious and luxurious rooms include coffee makers with coffee and tea, digital On-Command movies, and high-speed internet access (\$12.95). Wired and wireless internet access can be found in all public areas, as well as balconies in hotel rooms and suites. The Santa Clara Marriott will make your stay relaxing and memorable.

Rates & Reservations

A limited number of rooms have been blocked at \$199 per night, single or double, for Summit attendees. Self-parking is discounted to \$5 per day. Reservations must be made by November 14, 2011 in order to receive the special conference rate. Be sure to mention Server Design Summit when making your reservations. Call 800/228-9290 or 408/988-1500.



Registration Form

Online Registration:
www.ServerDesignSummit.com



November 29-30, 2011
Santa Clara Marriott
Santa Clara, California

Name		Title
Company / Organization		
Address		
City	State / Province	Zip / Postal Code
Country	Email	
Phone	Fax	

Demographics *Please check appropriate boxes*

Type of Company <input type="checkbox"/> Server hardware/software supplier <input type="checkbox"/> Server distributor/consultancy/integrator <input type="checkbox"/> Server manufacturer <input type="checkbox"/> Server user <input type="checkbox"/> Other: _____ Size of Company <input type="checkbox"/> 5,000 + <input type="checkbox"/> 100 to 4,999 <input type="checkbox"/> Less than 100 Job Level <input type="checkbox"/> Executive <input type="checkbox"/> Manager <input type="checkbox"/> Staff <input type="checkbox"/> Other: _____	Purchasing Authority <input type="checkbox"/> Approve <input type="checkbox"/> Recommend/specify <input type="checkbox"/> None Primary Job Function <input type="checkbox"/> Corporate management <input type="checkbox"/> Engineering <input type="checkbox"/> Software/systems development <input type="checkbox"/> IT/IS/telecom management <input type="checkbox"/> Marketing/sales/PR <input type="checkbox"/> Other: _____ Are you an end user? <input type="checkbox"/> Yes <input type="checkbox"/> No Primary Product Interest at This Event <input type="checkbox"/> Industry-standard servers <input type="checkbox"/> Blade servers	<input type="checkbox"/> High-performance servers <input type="checkbox"/> Rackmount /industrial servers <input type="checkbox"/> Chassis/backplanes/racks <input type="checkbox"/> Chips <input type="checkbox"/> Network adapters (NICs) <input type="checkbox"/> Storage adapters <input type="checkbox"/> Memory <input type="checkbox"/> Storage <input type="checkbox"/> Accelerators <input type="checkbox"/> Interconnect <input type="checkbox"/> Operating systems <input type="checkbox"/> Management software <input type="checkbox"/> Virtualization software <input type="checkbox"/> Processors <input type="checkbox"/> Power equipment <input type="checkbox"/> Cooling equipment <input type="checkbox"/> Infrastructure (cabling, hardware, etc.)	Subject Interest <input type="checkbox"/> Energy-Efficiency <input type="checkbox"/> Cloud computing <input type="checkbox"/> Performance Server Product Buying Plans <input type="checkbox"/> Plan to buy within next year <input type="checkbox"/> Looking for products on a longer time scale <input type="checkbox"/> Looking for general information Amount Allocated for Purchases <input type="checkbox"/> Over \$1 million <input type="checkbox"/> \$100,000 to \$1 million <input type="checkbox"/> Under \$100,000 <input type="checkbox"/> Uncertain of amount <input type="checkbox"/> Not purchasing
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Registration

	Pre-Registration thru 11/25/08	On Site
<input type="checkbox"/> Full Summit: Tuesday and Wednesday Best Value!	\$ 695	\$ 995
Includes access to all reserved and open sessions; panel discussions; exhibits; luncheons; receptions; refreshment breaks; conference proceedings; handouts and prize drawings.		
<input type="checkbox"/> One-Day Technical Program <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	495	695
Includes access to all events on the day selected.		
<input type="checkbox"/> Exhibits and Open Sessions Only0	.50
<input type="checkbox"/> Press Analyst (credentialed)0	.0
<input type="checkbox"/> Chairperson/Organizer0	.0
<input type="checkbox"/> Speaker, Non-Exhibitor/Sponsor300	.995

Payment

<input type="checkbox"/> Check Enclosed (make payable to Conference ConCepts in US dollars)	
Charge to: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	Card Number _____
Expiration Date _____	
Name on Card _____	Signature (required) _____

Cancellation & Substitution Policy: Registration may be cancelled without penalty by written notification received on or before 11/1/11. A \$200 cancellation fee will apply to written notifications received 11/1/11-11/19/11. No refunds after 11/19/11. Substitutions may be made without penalty with written confirmation and approval by the original registrant.

FAX completed Registration Form: 401/765-6677 (must pay by credit card)
or MAIL: ExpoTrac, PO Box 1280, Woonsocket, RI 02895
or register online: www.ServerDesignSummit.com (must pay by credit card)