

INTEROP®

September, 28-30, 2010,
Mumbai

The 2nd edition of **INTEROP Mumbai** once again proved to be a pivotal platform to meet the needs of global technology buyers through in-depth educational programs, a solution-rich exhibit floor, and by showcasing live technology demonstrations from leading vendors. The three-day Interop Mumbai 2010 exhibition & conference concluded with great success cementing the position of INTEROP in the industry as one of the premier business technology events in India. Truly, Interop Mumbai is now South Asia's definitive enterprise business technology event.

Some of the key highlights for INTEROP 2010 are as follows:

- 3762 Unique visitors and delegates, *(an increase of 35% vs. 2009 attendance)*.
- 6 Keynotes
- 4 Power Panels (Plenary)
- 3 Awards ceremonies – The Future Strategist Awards, InformationWeek CIO Awards & Edge Awards
- 21 Technology Sessions
- 75 Session speakers and panellists
- 15 Session moderators
- 13 Sponsored sessions
- 68 Exhibitors and Sponsors

The inauguration function of Interop Mumbai 2010 was attended by Key dignitaries – **Ms. Marie Hattar** - Vice President Borderless Networks Marketing, Cisco Systems; **Mr. Ashwini Agarwal** – Executive Director, MAIT; **Mr. Praveen Sahai** – Director, Marketing SNIA and **Mr. Lenny Heymann**, – VP & GM - INTEROP, TechWeb.

The three-day Interop Mumbai 2010 exhibition & conference witnessed active representation from the IT enterprise and channel fraternity (including keynotes, session chairs, track speakers, moderators, panelists and workshop presenters) – the event presented each attendee with a unique opportunity to interact face-to-face with industry experts and global thought leaders.

So what was new at INTEROP Mumbai 2010?

It was decided to narrow the focus and address the quality aspect, rather than diversity. So while there were fewer sessions compared to last year, they were offering some good keynotes and power panels.

This year Interop-Mumbai had more knowledge-based workshop sessions that attracted large numbers. Exhibitors also have their very own conference track- the sponsored session. And there are many sessions on cloud computing and information security (among other topics).

There were keynote address from leading vendors that included industry veterans such as **Ms. Marie Hattar** - Vice President Borderless Networks Marketing, Cisco Systems, **Mr. John McHugh**, VP & CMO, Brocade, **Mr. Manoj Chugh**, President, India & SAARC, Director Global Accounts - APJ, EMC, **Mr. Steven J Bandrowczak**, VP & General Manager, Avaya Data Solutions, **Mr. Anand Shankaran**, Senior VP & Business Head – India & Middle East, Wipro, **Mr. Steve Dietch**, Vice President of Cloud Marketing – HP. There were also sponsored session presentations from Cisco, Avaya, LG, Brocade, EMC, HP, Juniper, Dell, Ramco, Kaseya, and Aircel.

This year the CONFERENCE had four tracks (the fourth one being a sponsored track). Within the three tracks there were 6 keynotes, 4 panel discussions (plenary) and 24 technical sessions (including 3 workshops). Apart from that, there were 13 sponsored sessions in track 4, with most of these sessions occurring on the first two days.

In addition, there were theme based sessions covering topics such as cloud computing/SaaS, data center, virtualization, open source, efficient enterprise, green IT, business intelligence, enterprise 2.0, mobility, security, collaboration, and technology in healthcare.

The Power Panels conducted by the CIO Klub and the Computer Society of India addressed current issues such as “Consumerization of IT” and “IT Governance”. In addition, there were two other panel discussions: “Cloud Computing – Tales from the Cloud” and “Open Source in the Enterprise”. All these were well conducted and invoked many questions from the audience.

A major highlight at INTEROP 2010 was the three AWARD ceremonies --- Future Strategist, EDGE and Global CIO --- that occurred on the evenings of 28th and 29th September. EDGE awards were also distributed on 30th September, since only the Diamond and Silver category EDGE awards were distributed on 29th September. The award ceremonies were a big draw for CIOs, CTOs, IT Heads and other C-level executives, with some bringing their teams to the award ceremonies.

The exposition held alongside the conference with sponsors & exhibitors, included companies such as Avaya, Cisco, LG, Brocade, EMC, HP, Juniper, Aircel, Wipro, Array Networks, DELL, Emulex, Extreme Networks, Kaseya, NComputing, Ramco.Riverbed, Intellisys, Leviton, Tata Communications and others and many other global IT giants. Interop Mumbai also received praiseworthy feedback from all the sponsors and exhibitors.

Interop Mumbai 2010 was supported by the leading industry association such as CSI-CIO Club, CIO Klub, EC- Council, ISPAI, MAIT, OSPAI, SNIA and Wi-Fi Alliance. Interop Mumbai 2010 was also supported by media partners such as CRN, EFY Group, ETM, Information Week, Fanatic Media, and Technology Review –India Edition.

Interop Mumbai is well accepted by the IT industry as an opportunity to address the enterprise and channel community in one platform. The industry support coupled with their initiatives has made INTEROP Mumbai a place to learn, excel and exceed potential business opportunities. The family of INTEROP is India is growing and invites everyone from the IT fraternity to be the part of the largest Global Technology Forum.

For more information, please visit www.interop.in