

**Fujitsu Forum  
2012**

7 | 8 November  
ICM Munich, Germany

**FUJITSU**

# Reshaping ICT Reshaping Business

## Your individual Fujitsu Forum 2012 Program

**Wednesday,  
10:00 h - 10:45 h**

### **Has the Post- PC Era Begun - What will be on your desk tomorrow?**

There are fundamental changes taking place in society, influenced by the nature of work correlating with the role of the individual. But will traditional PCs still play an important role in progressive office environments after 3 decades of use? Take a look at new developments of Fujitsu's desktop systems and how they will increase the productivity of modern workplaces.

**Speaker:**

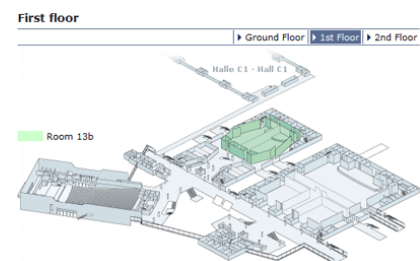


**Barbara D'Introno, Fujitsu**  
Director Product Marketing  
Workplace Systems, Fujitsu

Barbara started her career in 2000 at Fujitsu Siemens Computers. She worked in various functions within product marketing and set her focus on mobile products and mobility topics before she moved to the Dublin office in 2007. There she was responsible for marketing activities for commercial products, sales trainings and market analyses. Since 2008 Barbara is heading the product marketing team for Workplace Systems. Within this role Barbara is driving the product communication, generate value proposition and define go- to- market activities for workplace system products. Barbara has a degree in Business Administration

**Location:**

**Room 13 b**



**Wednesday,  
12:30 h - 13:15 h**

### **The War between Enduser Devices**

New formats for enduser devices are appearing very quickly. Netbooks, Ultrabooks, Tablets, new types of thin clients and also operating systems such as Android are raining down on IT departments. This analyst presentation looks at what can be expected in the near future. Which device for which purpose and how to deal with such a complex range.

**Speaker:**

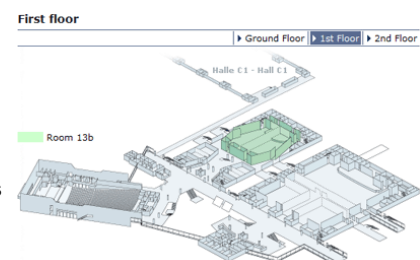


**Thomas Meyer, IDC**  
Vice President IDC EMEA  
Systems and Infrastructure  
Solutions

Thomas Meyer joined IDC in January 1999 and is currently responsible for the EMEA Systems and Infrastructure Solutions Group, covering enterprise, client and print environments with a focus on topics such as datacenter transformation, cloud computing, virtualization, business continuity, sustainability and print services. Meyer speaks frequently at IDC, industry, customer events and CIO events such as CeBIT, IDC's Virtualization and Cloud Conferences and the Mobile Commerce Conference. He often contributes to articles in publications across Europe, including the Wall Street Journal, Die Zeit, Focus, Le Monde Informatique, and IT Week, and has also appeared on the BBC World Business Report and Breakfast Business Update. Before joining IDC, Thomas Meyer worked as an IT media analyst. He holds degrees from the University of London in economics and German and an MA with a focus on European management concepts.

**Location:**

**Room 13 b**



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**Wednesday,  
14:00 h - 14.45 h**

### Tablets & More - Cool scenarios for hot devices

Media tablets and mobile centric applications are new top priorities for business users and IT. How can combinations of current and new technologies help you to securely and efficiently merge the opportunities offered by business and privately owned devices? Find out about the effective and secure blend of accessing business and private IT environments from new mobile devices.

**Speaker:**

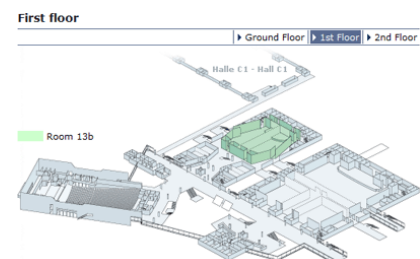


**Meinolf Althaus, Fujitsu**  
Director Client Product and Innovation Strategy, Fujitsu

Meinolf is responsible for the Client product and innovation strategy. Recent highlights of his work are the award-winning STYLISTIC Q550 (2011), Fujitsu's Advanced Theft Protection (2009) and designing the world's first embedded 3G notebook (2007). He is a member of and coach in Fujitsu's innovation processes. Meinolf joined Fujitsu in 1999 and previously held several national and international management positions in sales, marketing and business development after finishing his studies as engineer with Toshiba, CE Infosys, Hutchison Mobifunk, Zenith Data Systems, Bull and Packard Bell/ NEC

**Location:**

### Room 13 b



**Wednesday,  
16:00 h - 16.45 h**

### Where are the Clouds going?

Dr. Carlo Velten, Senior Advisor of the analyst firm Experton Group, gives an overview about the status quo of cloud computing and an outlook what we can expect next.

**Speaker:**

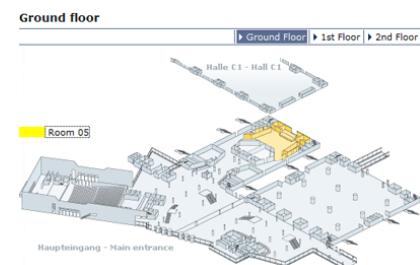


**Dr. Carlo Velten, Experton Group**  
Senior Advisor at Experton Group

As practice lead "Cloud Computing & Innovation" Carlo Velten heads all strategic consulting and market research activities in the field of emerging web technologies and cloud services. His key topics are cloud computing, big data, social media, smart energy, web 3.0 and mobile innovations. He was partner at GENES Ventures and lecturer at the START Intra + Entrepreneurship Center. Beforehand, Carlo Velten was practice leader and consultant at IT- research firm TechConsult, providing strategic vendor consulting and research for customers like Microsoft, Fujitsu- Siemens- Computers, SAP, HP and others. Carlo Velten holds a M.Sc. and PhD. in Management and Business Informatics.

**Location:**

### Room 5





## Your individual Fujitsu Forum 2012 Program

**Thursday,  
10:00 - 10:45**

**CTO Session: What is the big deal?**

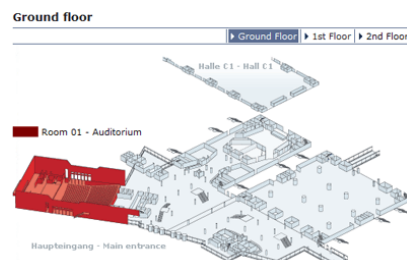
**Speaker:**



**Dr. Joseph Reger**  
CTO Fujitsu Technology  
Solutions

**Location:**

**Auditorium**



**Thursday,  
12:00 h - 12:45 h**

**Windows 8 Migration - Why and How**

Windows 8 is here! But introducing innovations promptly often bears risks for enterprises. We will discuss how Windows 8 can increase end user productivity, how Fujitsu can help you migrate to new Windows versions and the requirements for your hardware.

**Speaker:**



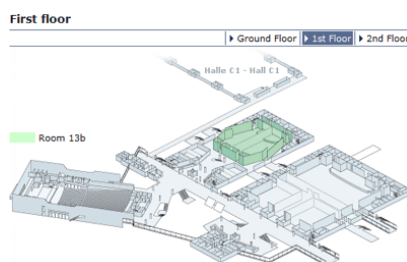
**Bernd Germandi / Paul Flemming, Fujitsu**  
Senior Product Marketing  
Manager Workplace  
systems, Fujitsu / Head of  
Customizing, Fujitsu

Bernd Germandi started his career in 1989 at Nokia Data Germany. His main focus has been on pre-/ post sales support for large projects and dedicated customers. Nokia Data later on merged into ICL and Fujitsu ICL where he continued his job. In 1999 Fujitsu Siemens has been founded where Bernd joined the new local product marketing team. Beginning from Sept. 01, 2011 Bernd joined the international product marketing team:

Since October 2012 Paul Flemming is heading the team of Customization, DeskView and Technical Consulting within the Fujitsu Product Development Group – Workplace Systems. Previously he worked as Senior Partner Manager Germany and held several roles like Business Developer for Tablet PCs and Handhelds, head of Marketing Mobile.

**Location:**

**Room 13 b**



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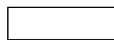
## Your individual Fujitsu Forum 2012 Program

Thursday,  
13:00 - 14:00

### Deriving Value from the Connected Economy

The world is radically changing as new technologies enable information, opinions and idea sharing like never before. Such rapid evolution is breaking down the barriers for creating businesses and economic value. For the first time in history, we see an opportunity to harness the knowledge and ideas of the world's population as large- scale business potential. CIOs and their IT organizations have tools available to be ahead of the curve in supporting this transition; and more solutions become available all the time. Having the right strategy to produce solutions your customers want, leverage technology and enable employees is paramount. Kim Stevenson, VP and CIO of Intel Corporation, passionate about the changes in IT will provide inspiring examples of the strategies and tools that are needed to pace ahead of these transitions and enable value creation for your company.

Speaker:



**Host: Benno Zollner /**  
**Guest: Kim Stevenson**

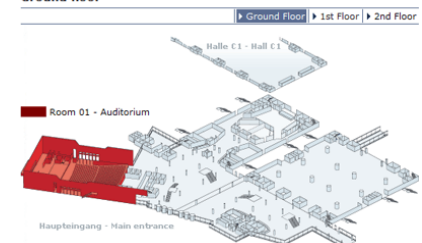
CIO Fujitsu / Vice President, Information Technology Group CIO Intel

Kim Stevenson is vice president and Chief Information Officer of Intel Corporation. She is responsible for the corporate- wide use of Information Technology, delivering leading technology solutions and services that enable Intel's business strategies for growth and efficiency. The IT organization is comprised of over 6,000 IT professionals worldwide.

Location:

### Auditorium

Ground floor



Thursday,  
14:00 h - 14:45 h

### Why Archiving Has Become Top Priority?

Regulations and compliance guidelines today specify that more documents and data than ever before must be retained for longer periods and maintain their evidentiary value. On the other hand, expensive primary storage systems are full of old, hardly used data. Efficient archives need to be built in order to comply with regulations and to move inactive data to less costly storage tiers. Fujitsu offers archiving solutions and services to meet such requirements.

Speaker:



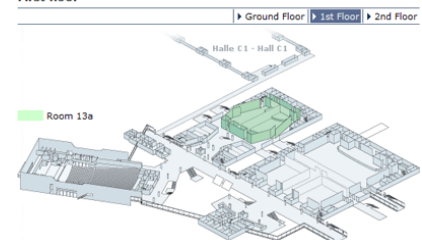
**Frank Reichart, Fujitsu**  
Sen. Dir. Product Marketing,  
Fujitsu

Since May 2011, Frank Reichart has been responsible for product marketing of storage solutions in his role as Senior Marketing Director at Fujitsu. He began his career at Nixdorf Computers in 1987 in product marketing for telecommunication devices. He held product marketing roles and led product marketing teams for PCs, database systems, client- server software, mainframes as well as solutions for the Dynamic Data Center and for Dynamic Infrastructures. Frank Reichart holds a diploma in business administration. He studied in Munich and Nuremberg and is living in the Munich Area in Germany.

Location:

### Room 13 a

First floor



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Thursday,  
15:00 - 16:30

### Cloud Operating System: Microsoft's Vision for Transforming the Datacenter in a World with Cloud Computing, Apps and Devices

The way we use and interact with technology is changing. Cloud computing is replacing the tradition of tying specific applications to specific servers with the concept of pooled resources – compute, network and storage resources – that enable IT to deploy applications as elastic self-service services. The proliferation and range of new devices, enables today's users to be productive wherever they choose, on whatever device they choose, which is changing the way IT needs to manage these devices and securely deliver apps and data in an extended, mobile environment. Join Ulrich Homann to discuss how these market trends are re-shaping the data center and impacting the way new apps need to be built and deployed to reach cloud scale. Ulrich will share Microsoft's Cloud OS vision for taking advantage of these advancements, providing a comprehensive modern platform for the world's apps and empowering people-centric IT.

Speaker:

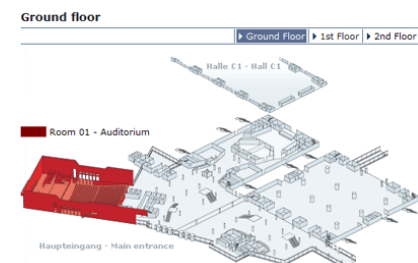


**Ulrich Homann**  
Chief Architect, Worldwide  
Enterprise Services,  
Microsoft Corporation

Ulrich Homann is the Chief Architect for Microsoft worldwide enterprise services. As part of the office of the CTO, he is responsible for the management and enterprise architecture of key strategic projects all over the world. Homann also defines and drives technical strategy for emerging technologies and trends such as cloud or in-memory computing. He is responsible for setting adoption and support strategy for the key technologies and its relevancy in the worldwide services business as well developing new senior technical talent.

Location:

### Auditorium

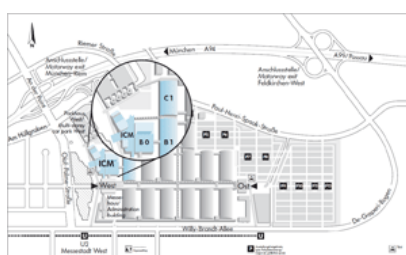




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### Event location

**ICM – International Congress  
Centre Munich**  
Am Messesee  
81829 München



[Download ICM area map](#)

### On all ways to the center of IT



#### By plane

Germany's second- largest airport guarantees excellent continental and intercontinental air connections.



#### By car

If you travel to Munich by car, signs throughout the greater Munich area will guide you to the New Munich Trade Fair Center/ ICM.



#### By train

Comfortable, fast, safe and eco-friendly – the train takes you right to the center of Munich.



#### By public transport

The congress center is about 20 minutes from the city center by subway.



#### Area & ICM Maps

Helpful maps can be downloaded from the ICM website.