



Put your Head in the Cloud at Phorum

There is no question that cloud computing and cloud strategies are at the forefront of many business leaders' minds and budgets. CxOs have their heads in the clouds, but they are not daydreaming – they are studying cloud formations!

Enterprise decision-makers need to implement a strategy to lower IT costs, to increase efficiencies and change the way their company does business, stores and accesses information, and shares it with others. And, many need guidance.

On April 14, Phorum, a national cloud conference and expo, will provide answers.

The conference title, “Transforming Your Business Through Emerging Technologies,” will explore how companies leverage emerging technologies such as **Big Data**, **Mobility** and **Cloud Infrastructure** to enhance efficiency to can help companies achieve business goals and leapfrog its competition.

New to Phorum is an exposition space for leading vendors focused on enterprise technology to demo products and interact with attendees. Space is limited - to learn more about the [Innovation Expo](#), please contact dstrunk@philadelphiapact.com. And, don't expect a stuffy hotel ballroom. Also new to Phorum is its venue - the Penn Museum of Archeology and Anthropology, an intriguing and engaging museum. LINK And, equally cutting edge is the lineup of panelists and keynotes.

High-profile technology and industry experts, the conference topic, and the target audience make Phorum a destination conference for attendees across the country. **Randi Zuckerberg**, Founder & CEO of Zuckerberg Media will kick start the full-day conference followed by keynote Michael Golz, the CIO of SAP North America, and six panel discussions. The conference concludes with the Phorum Phorward statuette presented to the Demo Pit winner and a two-hour cocktail reception.

Phorum is seeking innovation early-stage companies to demo its product and/or solutions in the Demo Pit. Please [download](#) the **Demo Pit Application** -the deadline to apply is March 9.

A Glance at the Phorum 2015 Speakers:

About Randi Zuckerberg



Founder & CEO of Zuckerberg Media, a boutique marketing firm and production company, working with high profile organizations and Fortune 500 companies such as The Clinton Global Initiative, Cirque du Soleil, Conde Nast, and PayPal. Also you may have heard of her work at, you know, a tiny little internet company called Facebook, where she created and ran the social media pioneer's marketing programs from 2005-2011.

About Michael Golz



Michael Golz is Senior Vice President & CIO Americas at SAP. He oversees all IT solutions and services in North America and Latin America, aligning information and technology strategy with SAP's business strategy and providing best-in-class processes and optimized operations for all lines of business. Mr. Golz also leads the unique "SAP Runs SAP" program highlighting IT Innovation and Product Development in the areas of Cloud, Real-time Business Platform, Applications & Analytics and Mobile.

About Merv Adrian



Merv Adrian is a Research Vice President following database, big data, NoSQL and adjacent technologies as extreme information processing transforms assumptions about how to activate unused information assets. He also monitors the way the software/hardware boundary for information platforms is shifting as more processing moves into the hardware layer and appliances change purchasing patterns. The vendors Mr. Adrian covers include; IBM, Oracle, Microsoft, Cloudera and Hortonworks.

About Rob D'Ovidio



Dr. Rob D'Ovidio is an Associate Professor in the Department of Criminology and Justice Studies at Drexel University, where he teaches and does research in the areas of computer crime, digital investigations, and computer security. His current research looks at the connection between virtual currencies and electronic fraud and the notification process that follows computer network breaches and data thefts.

About Maryfran Johnson



An award-winning IT journalist and editorial executive, Maryfran has been Editor in Chief of CIO magazine & its events division since January 2009. If she were writing a headline to describe her job, it would be: "Filling pages and stages with CIOs." Along with providing editorial direction for

the monthly CIO magazine, she also creates agendas, recruits speakers and moderates 10 CIO events a year - the national CIO 100 Symposium and a series of 9 regional CIO Perspectives events.

About Bob Moul



Bob Moul serves as CEO of Artisan, the creator of the industry's first Mobile Experience Management platform. With over 30 years of experience in the high-tech industry, Moul has held leadership positions within technology companies across all stages and sizes. Previously, he was CEO of Boomi, the pioneer of middleware for cloud computing that Dell acquired in November 2010.

About Peter Coffee



Peter Coffee is VP and Head of Platform Research at salesforce.com inc. Coffee joined the salesforce.com in 2007 after 19 years as a Senior Contributor to PC Tech Journal, PC Week and eWEEK. Coffee also contributed to the book Auditing Cloud Computing: A Security and Privacy Guide.

Phorum 2015 Agenda

7:30 a.m.

- Continental Breakfast

8-8:50 a.m.

- **Opening Session: From Silos to Systems**

In this session Peter Coffee, VP for Strategic Research at Salesforce.com, will discuss how to move from silo-ed technologies and information to holistic systems.

9-10 a.m.

- **Opening Keynote - Top Trends Impacting Your Business Right Now**

Our Keynote Speaker, Randi Zuckerberg, Founder and CEO of Zuckerberg Media, will take us through ten of the most exciting trends in technology, business, leadership and entrepreneurship.

10-10:15 a.m.

- **Break**
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10:15-11:45 a.m.

- **Panel - Cloud Services for the Responsive Enterprise**
This panel will discuss when it makes sense and how to utilize Cloud services to drive a responsive enterprise
- **Panel - The Key to a Winning Mobile Strategy**
Winning in mobile is more than just having an app. This panel will discuss the best practices in which a holistic mobile strategy drives optimal business outcomes.

11:15 a.m.-12:15 p.m.

- **Presentation and Panel - Getting Control of the Chaos**
This presentation followed by a panel will discuss the challenges of managing disparate solutions and ensuring that everything functions together. This discussion will also include who owns the digital mandate - the Head of Digital, Marketing, Innovation, Operations, or Technology and how do you successfully manage the changing landscape

12:15-1:15 p.m.

- **Lunch**
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1:15-2:15 p.m.

- **Panel - Using Big Data to Improve Customer Experience**
Getting beyond the hype of big data. This panel will discuss how big data is managed and, more importantly, leveraged to improve the customer experience

2:15-3:15 p.m.

- **Panel - Digital Transformation: An Industry Perspective**
Technology leaders describe the impact digital transformation is having on their industry. This panel will show the differences and commonalities of digital transformation across industries, and how some industries will drive change in other industries.
- **Panel - Enterprise Security & Business Continuance the Investment Dilemma**

This panel will discuss how much should businesses invest in technologies that show little or no return until bad things happen.

3:15-3:45 p.m.

- **Break**

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3:45-4:30 p.m.

- **Closing Keynote**

Our keynote will discuss how digital transformation will increase your market share and improve your bottom line.

4:30-5 p.m.

- **Closing Session**

Bringing it all together – a call to action

Phorum 2015 Registration:

PACT Member - \$199

Non-Member - \$249

Click [here](#) to register

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