



EVENT AGENDA

August 18, 2021

9:00 am – 10:20 am PT Opening Session

<p>Welcome Address</p>	<p>Said Ouissal (CEO, ZEDEDA)</p>
<p>Opening Keynote Is the Edge Really Eating the Cloud?</p>	<p><i>Leaders in cloud and edge infrastructure discuss key industry trends and debunk some common myths about the future of computing.</i></p> <p>Moderator: Christian Renaud (Research Director for IoT, 451 Research)</p> <p>Panelists: Keith Basil (VP Cloud Native Infrastructure, SUSE); Munevb Minhazuddin (VP Edge Computing, VMware); Tony Shakib (GM Azure IoT, Microsoft); Said Ouissal (Founder and CEO, ZEDEDA)</p>
<p>Fireside Chat with BOBST</p>	<p>Luciano Torres (IoT Platform Product Owner, BOBST) and Michael Pearl (VP Sales, ZEDEDA)</p>

10:25 am – 11:05 am PT Breakout Sessions

<p>Vertical Trends Evolution in Oil and Gas</p>	<p><i>Industry experts discuss macro trends in the oil and gas space and the benefits of utilizing IoT and edge computing solutions to enhance operations.</i></p> <p>Moderator: Martin Ernst (Industry Specialist, ZEDEDA)</p> <p>Panelists: David Holmes (CTO Energy, Dell Technologies); Mark Tomasovic (Associate, Energize Ventures); Benoit Foubert (VP Technology Digital Operations Solutions, Schlumberger)</p>
<p>Edge Orchestration in the Real World First Question - Which Edge?</p>	<p><i>Edge experts demystify the landscape and outline considerations for practical solution implementations in both enterprise and industrial settings.</i></p> <p>Moderator: Jason Shepherd (VP Ecosystem, ZEDEDA and LF Edge Board Chair)</p> <p>Panelists: Frédéric Desbiens (Program Manager IoT and Edge Computing, The Eclipse Foundation); Obinna Ilochonwu (Industrial IoT Architect, Schlumberger); Zach Shelby (Co-founder and CEO, Edge Impulse); Paul Teich (Director, Infrastructure Product Management, Equinix Metal)</p>
<p>Tech Trends Cybersecurity at the Edge</p>	<p><i>Cybersecurity experts address the elephant in the room and discuss key considerations for both OT and IT when it comes to safety, uptime, data protection, compliance, and privacy.</i></p>

	<p>Moderator: Harry Forbes (Research Director for Automation, ARC Advisory Group)</p> <p>Panelists: Edgard Capdevielle (President and CEO, Nozomi Networks); Maria Krovatkina (Software Security Engineer, Schlumberger); Erik Nordmark (Chief Architect, ZEDEDA)</p>
<p>Business Considerations SaaSification of the Edge</p>	<p><i>Experts with both OT and IT backgrounds provide perspectives about the growing trend of organizations looking to “SaaSify” their offers to enable new monetization opportunities as they turn CapEx into OpEx for their customers.</i></p> <p>Moderator: Stacey Higginbotham (Founder, Stacey on IoT)</p> <p>Panelists: Gary Mintchell (Founder, The Manufacturing Connection); Stewart McGrath (CEO, Section); Luciano Torres (IoT Platform Product Owner, BOBST); Wes Mukai (Engineering Director for Platform, Architecture & Analytics, Rockwell Automation)</p>
<p>11:10 am – 11:50 am PT Breakout Sessions</p>	
<p>Vertical Trends Macro Trends in Energy</p>	<p><i>Experts in utilities and renewable energy discuss how edge computing can help address macro trends such as the aging grid, EVs and electrification, predictability of renewable sources and consumer energy production and storage.</i></p> <p>Moderator: Shuli Goodman (Executive Director, LF Energy)</p> <p>Panelists: Ivan Arkipoff (CTO, PV Hardware); Mike Burgess (Data and Analytics Customer Engineer, Google Cloud); Bob Tafoya (Director of Utilities and IIoT Business Development, Juniper Networks); Frederic Cohagan (Senior VP & Head of North American Strategic Initiatives, EDF Energy North America)</p>
<p>Edge Orchestration in the Real World Architecting for Edge Success</p>	<p><i>Experienced solution architects as they discuss key considerations for developing secure, flexible and scalable edge computing infrastructure for both enterprise and industrial use cases.</i></p> <p>Moderator: Pdraig Stapleton (VP Engineering, ZEDEDA)</p> <p>Panelists: Clint Chapman (System Architect, Agora); Dan Cummins (Edge CTO, Dell Technologies); VK Shankar (Director, Industrial IoT Edge Platforms, Intel); Lakshmi Sharma (Director, Network Experience Product Management, Google)</p>
<p>Tech Trends Edge AI and Digital Twin</p>	<p><i>Industry experts talk to the latest trends, use cases, opportunities and challenges when considering the application of AI and Digital Twin technology at the edge.</i></p> <p>Moderator: Ken Forster (Executive Director, Momenta Partners)</p> <p>Panelists: Bill Roberts (Sr. Global Director, IoT Division, SAS); Robert Marcus (CEO, ALPHA10X); Bharath Ramesh (Global</p>

	Edgeline Product Management, HPE); Tom Arthur (CEO, Dianomic)
Business Considerations The Era of the Ecosystem	<p><i>Panelists explore the key considerations for architecting an ecosystem into your business so you can scale to the true potential of digital through the network effect.</i></p> <p>Moderator: Steve Brumer (Partner, BH IoT Group)</p> <p>Panelists: Neal Hagermoser (Global Technical Strategic Alliance Lead, PTC); Rick Lisa (Director of IoT Business Development, Intel); Prashanth Adiraju (Principal Program Leader, Industry Solutions, Amazon Web Services)</p>
11:55 am – 12:35 pm PT Breakout Sessions	
Vertical Trends Intelligent Manufacturing	<p><i>Thought leaders discuss the latest trends in manufacturing and the application of IoT, AI, AR/VR, Digital Twin and 5G technologies at the edge.</i></p> <p>Moderator: Chantal Polsonetti (VP Analyst Services, ARC Advisory Group)</p> <p>Panelists: Joe Biron (GM IoT, PTC); Jordan Reynolds (Global Director of Data Science, Kalypto); Tom Norbut (Manager of IoT Infrastructure & Manufacturing Networks, Trelleborg Group)</p>
Edge Orchestration in the Real World Kubernetes in the Wild	<p><i>End users and developers provide perspective on the unique challenges and considerations for scaling Kubernetes deployments outside of traditional data centers.</i></p> <p>Moderator: Roman Shaposhnik (Co-founder and Head of Open Source, ZEVEDA)</p> <p>Panelists: Mikhail Kozorovitskiy (Lead Architect, SUSE); Andy Rynhard (CTO, Talos Systems); Vassilis Varveropoulos (Global Software Architect, Schlumberger)</p>
Tech Trends Edge Computing Accelerated by 5G	<p><i>Industry experts discuss the ins and outs of 5G and how it's as much about business model innovation as it is the underlying technology.</i></p> <p>Moderator: Leonard Lee (Founder and Managing Director, neXt Curve)</p> <p>Panelists: Kevin Shatzkamer (Digital Transformation Officer for Telecom, Google); Rob Tiffany (VP IoT, Ericsson); Ramkumar Venketaramani (Director of Telco/NFV Solutions, VMware); Sander Rotmensen (Director of Industrial Wireless Communications, Siemens)</p>
Business Considerations Considering TCO for Edge Solutions	<p><i>Tips on maximizing TCO for edge solutions including considerations for taking a holistic point-of-view, investing in the right infrastructure, and benchmarking to continuously improve outcomes.</i></p> <p>Moderator: Josh Taubenheim (IoT Solution Developer and Analyst, MachNation)</p>

	<p>Panelists: Dana Anderson (Senior Director IoT Strategy and Advisory, Cognizant); Jeff Brown (Senior Sales Director, Advantech); Philippe Cases (CEO, Topio Networks); Chipalo Street (Principal Program Manager Lead, Azure IoT, Microsoft)</p>
<p>12:40 pm – 1:20 pm PT Breakout Sessions</p>	
<p>Vertical Trends Smart Infrastructure from Buildings to Cities and Beyond</p>	<p><i>Industry experts explore key use cases, opportunities and challenges when enabling new outcomes through intelligent infrastructure that increasingly blurs the lines between public and private life.</i></p> <p>Moderator: Don DeLoach (Managing Partner, Rocket Wagon Venture Studios)</p> <p>Panelists: Ginger Smith (Director of Strategic Partnerships, Honeywell Connected Enterprise), Peter Torrelas (VP for Cities and Infrastructure, Siemens Advanta); Abhay Barhanpurkar (Sr. Director of Engineering, HARMAN); Matias Klein (President & CEO, Kognition)</p>
<p>Edge Orchestration in the Real World IT Modernization at the Edge</p>	<p><i>Solution providers provide insight on their collaboration with ZEDEDATA to transform how they deliver new services to customers at the edge.</i></p> <p>Fred Loucks (Director of Technology, Level3 Audiovisual) and Michael Pearl (VP Sales, ZEDEDATA)</p>
<p>Tech Trends State of the Stack 2021</p>	<p><i>IoT and edge computing thought leaders discuss current trends in IoT and edge computing, including where we've been and where we're headed.</i></p> <p>Moderator: Stephanie Atkinson (CEO, Founder and Principal Analyst, Compass Intelligence)</p> <p>Panelists: Sam Armani (SVP Business Development, mimik), Sanjay Kumar (Senior Principle, Siemens); Matt Trifiro (CMO, Vapor IO); Andrei Ciobotar (CTO, relayr)</p>
<p>Business Considerations Channel Evolution at the Edge</p>	<p><i>Channel experts discuss how their business is evolving due to macro market trends and technologies such as edge computing and IoT.</i></p> <p>Moderator: Laurie McCabe (Co-founder and partner, SMB Group)</p> <p>Panelists: Nathan Kehr (Vykon Channel Sales Director, Tridium); Steve Sponseller (Kepware Americas Channel Director, PTC); Eric Hembree (Director of IoT, Ingram Micro); Roland Ducote (Supplier Programs Director, Arrow Electronics)</p>
<p>1:25 pm – 2:05 pm PT Breakout Sessions</p>	
<p>Vertical Trends Retail at the Edge</p>	<p><i>Retail specialists discuss key trends including the application of IoT and AI technologies at the edge to enhance customer experiences and operations in brick-and-mortar stores.</i></p> <p>Moderator: Tom Martell (Industry Specialist, ZEDEDATA)</p>

	<p>Panelists: Chris Timmins (Director of Marketing, Intel); Siobhan Lynch (Retail Lead for EMEA, Dell Technologies); George Moore (Principal Program Manager, Edge Devices, Microsoft)</p>
<p>Edge Orchestration in the Real World Why PeopleFlo Chose ZEDEDADA</p>	<p><i>Learn how PeopleFlo is working with ZEDEDADA as they revolutionize fluid technology by transforming industrial pump systems from passive, stand-alone and disconnected assets into smart, synchronized, and connected assets.</i></p> <p>Mike Thompson (VP & CTO, PeopleFlo Manufacturing) and Leonard Snyder (RSD, ZEDEDADA)</p>
<p>Tech Trends Facilitating Data Confidence with Trust Fabrics</p>	<p><i>Technologists discuss emerging industry efforts focused on enabling digital security and trust to foster entirely new experiences and business models, help combat fake data automated by AI, and address compliance requirements like GDPR.</i></p> <p>Moderator: Jason Shepherd (VP Ecosystem, ZEDEDADA)</p> <p>Panelists: Reed Hinkel (Digital Transformation Architect, Arm); Paul O’Neil (Strategic Business Development for Confidential Computing, Intel) Steve Todd (VP Data Innovation and Strategy, Dell Technologies); Mat Yarger (Head of Mobility, The IOTA Foundation)</p>
<p>Business Considerations Edge Computing Investment Landscape</p>	<p><i>Industry experts from across Investment Banking, Venture Capital and Private Equity discuss the state of investments, SPACs, mergers and acquisitions in edge computing and IoT.</i></p> <p>Moderator: Darren Kimura (COO, ZEDEDADA)</p> <p>Panelists: Joseph Radecki (Co-head TMT Investment Banking, KPMG Corporate Finance); Juan Muldoon (Partner, Energize Ventures); Bilal Zuberi (Partner, Lux Capital)</p>
<p>2:10 – 2:50 pm PT Closing Session</p>	
<p>Fireside Chat Dell Technologies in Conversation with ZEDEDADA</p>	<p>Pierluca Chiodelli (VP Engineering Technologies, Edge Computing Offers, Strategy and Execution, Dell Technologies) and Said Ouissal (Founder and CEO, ZEDEDADA)</p>
<p>Closing Remarks</p>	<p>Said Ouissal</p>

August 19, 2021

9:00 am – 10:25 am PT Opening Session

Welcome Remarks	Kathy Giori (Ecosystem Engagement Lead, ZEDEDADA)
Opening Keynote EVERything EVE	Roman Shaposhnik (Co-founder and Head of Open Source, ZEDEDADA)
Demo ZEDCloud Orchestration over EVE-OS Edge Nodes	Kathy Giori and Roman Shaposhnik
Fireside Chat Bootstrapping EVE-OS on Equinix Metal with iPXE	Michael Brown (Lead Developer, iPXE) and Jeremy Tanner (Developer Relations, Equinix Metal)

10:30 am – 10:55 am PT

FOSS Application Enablers Azure IoT Edge	Chipalo Street (Principal Program Manager Lead, Azure IoT, Microsoft) and Vignesh Sampath (Customer Success Engineer, ZEDEDADA)
FOSS Infrastructure Enablers K3S Edge Clusters	Adarsh Srinivasan (Engineering Lead, ZEDEDADA)
Expert Panel Discussions Accelerating the Edge Through Industry Collaboration	Moderator: Harinderpal Hanspal (Venture Partner, Momenta) Panelists: Frédéric Desbiens (Program Manager IoT and Edge Computing, The Eclipse Foundation); Shuli Goodman (Executive Director, LF Energy); Johan Krebbers (The Open Group OSDU Forum); Jason Shepherd (VP Ecosystem, ZEDEDADA and Board Chair, LF Edge); Jonathan Wise (VP Technology, CESMII)

11:00 am – 11:25 am PT Breakout Sessions

FOSS Application Enablers Fledge – The Industrial 4.0 Edge Solutions	Tom Arthur (CEO, Dianomic); Ashwin Gopalakrishnan (Senior Software Engineer, Dianomic); Bryce Kroencke (Solutions Architect, Dianomic)
FOSS Infrastructure Enablers Accelerating Edge & IoT Application Delivery with JFrog's Private Distribution Network	<i>Learn how to accelerate secure software distribution across large-scale, hybrid environments, fleets of devices, and complex network topologies.</i> Yoav Landman (Co-founder & CTO, JFrog)
Expert Panel Discussions Edge Security Enabled by OSS	Panelists: Kate Stewart (VP Dependable Embedded Systems, The Linux Foundation); Andrew Krug (Technical Evangelist, Datadog); Reed Hinkel (Digital Transformation Expert, Arm); Erik Nordmark (Co-founder and Chief Architect, ZEDEDADA)

11:25 am – 11:50 am PT Closing Session & Raffle