Dell Technologies Forum

25. oktober - TAP1, København

09:00 - 10:00	**Arrival and Registration**
10:00 - 11:45	**General Session**
11:45 - 12:45	**Lunch, 1:1 meetings, Expo & Networking**
12:45 - 13:10	**Intel: Security innovation (Scene - SPONSORS)**
12:45 - 13:10	**Thriving in the hybrid workplace with end-user persona solutions (Scene - FUTURE OF WORK)**
12:45 - 13:10	**Atea: Din cloud rejse (Scene - SPONSOR)**
12:45 - 13:10	**Modern security is holistic, scalable and intelligent (Scene - SECURITY)**
12:45 - 13:10	**Dell APEX helps simplify IT in a multi-cloud world (Scene - MULTI-CLOUD AND AS-A-SERVICE)**
12:45 - 13:10	**The Future of Storage (Scene - MODERN DATACENTER AND EDGE)**
13:15 - 13:30	**Break**
13:30 - 13:55	**Vmware: What Does Moving Forward Together Look Like? A Dell and VMware Leadership Perspective (Scene - SPONSORS)**
13:30 - 13:55	**Thriving in the hybrid workplace with PC as a service. (Scene - FUTURE OF WORK)**
13:30 - 13:55	**VxRail innovation 6 years on: Then, now and into the future……Powerflex (Scene - MODERN DATACENTER AND EDGE)**
13:30 - 13:55	**SEC DATACOM: Fokus på cyber recovery (Scene - SPONSOR)**
14:00 - 14:15	**Coffee Break, Expo & Networking**
14:15 - 15:00	**General Session** Rasmus Bagger, World's leading mental coach, Rasmus Bagger Professional
15:00 - 15:25	**AMD: UZ Brussels boosts VDI hospital services with PowerEdge servers (Scene - SPONSORS)**
15:00 - 15:25	**Microsoft: The Hybrid Work Breakthrough with New Dell Commercial PCs, Windows 11, and Microsoft 365 (Scene - SPONSOR)**
15:00 - 15:25	**Hvordan forenkles server administrationen (Scene - MODERN DATACENTER AND EDGE)**
15:00 - 15:25	**Threat monitoring, detection and incident recovery: Core capabilities you need to secure your organization. (Scene - SECURITY)**
15:00 - 15:25	**Why Dell is your best partner for the edge (Scene - MODERN DATACENTER AND EDGE)**
15:00 - 15:25	**TBA (Scene - SUSTAINABILITY)**

15:30 - 15:55	**TBA (Scene - SPONSORS)**
15:30 - 15:55	**Artificial intelligence: Reimagining the way we work. (Scene - FUTURE OF WORK)**
15:30 - 15:55	**TBA (Scene - MODERN DATACENTER AND EDGE)**
15:30 - 15:55	**Your Zero Trust journey begins at endpoints. (Scene - SECURITY)**
16:00 - 17:00	**Networking & Bar**

09:00 - 10:00: Arrival and Registration

10:00 - 11:45: General Session

WELCOME & INTRODUCTION
Welcome and Introduction to the Dell Technologies Forum 2022 for Denmark
Speaker: *Marianne Lindhard Moe*



EXECUTIVE KEYNOTE: HELPING YOU INNOVATE YOUR BREAKTHROUGH
How Dell is helping customers innovate the digital future. Our strategy to be at the center of your multi-cloud universe spotlights innovation across Multi-Cloud/aaS, Storage, Cyber resiliency and the Future of Work.
Speaker: *Todd Lieb*



Intel Moment : I WILL ALWAYS BE ME
Speaker: *Matthew Penny*



KEYNOTE: GØR SOM INDIANA JONES: KOM OVER PÅ DEN RIGTIGE SIDE AF FREMTIDEN
Hvordan ved du egentlig at du satser på det rigtige? Hvad er forskellen på trends og gamechangers? De seneste 10 år har været vilde, og de næste 10 bliver ikke mindre episke! Kom og få det store overblik, få ro på, se de nye sammenhænge og find ud af hvorfor Indiana Jones har løsningen til at navigere i fremtiden!
Speaker: *Anne Skare Nielsen*



KEYNOTE: Digital resilience: why does it matter now
Provide an overview of industry practices in terms of digital resilience, with key market trend and recommendations.
Speaker: *Jay Choi*



11:45 - 12:45: Lunch, 1:1 meetings, Expo & Networking

12:45 - 13:10 - Intel: Security innovation (Scene - SPONSORS)

Speaker: *Miroslaw Osiecki, Regional Account Manager, Intel*

12:45 - 13:10 - Thriving in the hybrid workplace with end-user persona solutions (Scene - FUTURE OF WORK)

While "work from anywhere" has become the new normal, businesses are less focused on where employees are working and more on what they're doing. Organizations with a people-centric approach are poised for success. Role-based experiences solve a variety of pain points with end-to-end solutions that enable users to safely stay running, no matter where they work. Intelligent solutions designed for collaboration, connectivity and security will ultimately empower your organization to inspire creativity and spark innovation.

Speaker: *Martin Frederiksen*

12:45 - 13:10 - Atea: Din cloud rejse (Scene - SPONSOR)

12:45 - 13:10 - Modern security is holistic, scalable and intelligent (Scene - SECURITY)

While digital transformation is a boon to innovation, one challenge it presents is security complexity. Unchecked, complexity can offset your business gains from innovation. Meanwhile, cyber threats are relentless. What digital organizations need is a security and resiliency posture designed to outmaneuver threats—a program that is holistic, scalable and intelligent. Learn why Dell is uniquely positioned to help customers overcome security complexity, protect data and systems and enhance cyber resiliency.

Speaker: *Michael Berg*

12:45 - 13:10 - Dell APEX helps simplify IT in a multi-cloud world (Scene - MULTI-CLOUD AND AS-A-SERVICE)

Take advantage of simplified cloud experiences, wherever they are needed. We'll explore how APEX — based on the Dell Technologies innovation you know and trust — can help simplify IT, allowing your teams to focus on strategic initiatives while gaining more agility and control in today's multi-cloud world.

Speakers: *John Mariani + Sascha Meier*

12:45 - 13:10 - The Future of Storage (Scene - MODERN DATACENTER AND EDGE)

IT is faced with many unknowns, yet business does not stand still. So, neither should your storage. Leverage your data and transform it into valuable insights to drive smart business strategies. In this session, learn how Dell Technologies software-driven innovation delivers a continuously modern storage experience—one that keeps you ready to automate operations, address security threats that can strike at any time, and gain control of your multi-cloud strategy.

Speakers: *Lars B. Andersen + Finn Henningsen + Lars Liljeroth*

13:15 - 13:30: Break

13:30 - 13:55 - Vmware: What Does Moving Forward Together Look Like? A Dell and VMware Leadership Perspective (Scene - SPONSORS)

In this session, senior leaders will give attendees a behind-the-scenes look at the continuing innovation happening between the two companies. We'll share the thought process of the executives setting each company's visions, where they align and why it matters for customers, partners and community alike.

Committed to providing unique value to our shared customers through delivering integrated IT platforms and multi-cloud solutions that accelerate digital transformation, we will cover case studies highlighting our continued joint value as two independent companies in a growing partnership.

Speaker: *Rasmus Rask Eilersen, Senior Manager, Vmware*

13:30 - 13:55 - Thriving in the hybrid workplace with PC as a service. (Scene - FUTURE OF WORK)

Adoption of end-user computing as-a-Service (aaS) models is accelerating as businesses seek better user experiences and ways to simplify and maximize IT resources. No matter where you are in your journey, this session will make the case for aaS. Learn about its benefits, the latest technologies and services, and how to seamlessly adopt and scale. Hear from a current Dell PC as a Service customer and Dell experts who will be on hand to answer your questions.

Speakers: *Stiina Airio + Lauri Mantere*

13:30 - 13:55 - VxRail innovation 6 years on: Then, now and into the future……Powerflex (Scene - MODERN DATACENTER AND EDGE)

Join us as we explore the evolution of VMware and Dell Technologies' jointly engineered hyperconverged infrastructure system, VxRail. We'll look at its architecture and performance gains, review the enhanced automation of the VxRail HCI System Software, and introduce additional platforms to address more workloads. We'll also walk through a demo of how the VxRail HCI System Software makes it easy to manage all infrastructure under a unified, operational model.

Speaker: *Carl Watt-Bool*

13:30 - 13:55 - SEC DATACOM: Fokus på cyber recovery (Scene - SPONSOR)

Speaker: *Thomas Falkenberg, Technology Consultant, SEC DATACOM*

14:00 - 14:15: Coffee Break, Expo & Networking

14:15 - 15:00: General Session



Rasmus Bagger
World's leading mental coach
Rasmus Bagger Professional / Partner

KEYNOTE: INCREASE YOUR PERFORMANCE

How to develop a high performance and winning culture so your organisation can achieve your dreams and goals never thought possible.

15:00 - 15:25 - AMD: UZ Brussels boosts VDI hospital services with PowerEdge servers (Scene - SPONSORS)

Join this session and hear how UZ Brussel boosts hospital services by expanding its use of virtualization and improving its VDI performance for end users, including delivery of a wide range of medical applications.

15:00 - 15:25 - Microsoft: The Hybrid Work Breakthrough with New Dell Commercial PCs, Windows 11, and Microsoft 365 (Scene - SPONSOR)

We've been on the brink of the shift to Hybrid Work for more than a year. Now we're at a long-awaited inflection point. Innovations and investments in Security, Productivity, Collaboration and Deployment are only fully realized by upgrading your end-users with new Dell Commercial PCs built for Windows 11. Learn how Microsoft and Dell deliver a modern employee experience with advanced hardware, software and services solutions to your employees wherever, whenever and however they work.

Speaker: *Tanya Helene Christensen, Nordic Sales Leader, Microsoft*

15:00 - 15:25 - Hvordan forenkles server administrationen (Scene - MODERN DATACENTER AND EDGE)

Teknologiutviklingen har ført til rask vekst i data som akselererer tørsten etter innsikt. For å fange denne innsikten, designer bedrifter systemer med kraftige prosessorer og akseleratorer for å støtte tett beregning. Disse serverne skaper enorme mengder varme, som må forsvinne for å kjøre med topp ytelse. Bli med på denne økten for å lære hvordan Dell Technologies utforsker andre løsninger for å holde serverrack og datasentre kjølige, for å bidra til å forbedre bærekraften.

Speaker: Thue Stahl, Senior Server Specialist, Dell Technologies

15:00 - 15:25 - Threat monitoring, detection and incident recovery: Core capabilities you need to secure your organization. (Scene - SECURITY)

Threat actors continue to devise new means of gaining access to networks, data and identities. Companies need sophisticated monitoring and detection capabilities, including expert analysts, advanced monitoring and analytics tools, and 24x7x365 operations. Even with excellent monitoring and detection, on occasion a threat actor will get through. In such a case, a recovery team needs to act quickly to restore operations and eradicate the threat. Hear from Dell experts on how you can better secure and protect your IT environment and recover if you have an incident.

***Speaker**: Hugo Reinholdt Hansen*

15:00 - 15:25 - Why Dell is your best partner for the edge (Scene - MODERN DATACENTER AND EDGE)

Take advantage of simplified cloud experiences, wherever they are needed. We'll explore how APEX—based on the Dell Technologies innovation you know and trust—can help simplify IT, allowing your teams to focus on strategic initiatives while gaining more agility and control in today's multi-cloud world.

***Speaker:** Greg Moore / Poul*

15:00 - 15:25 - TBA (Scene - SUSTAINABILITY)

Many organizations are significantly increasing their commitment to sustainability and Dell is no exception. In this session, we'll share breakthrough innovations in design and materials across our products and packaging and discuss how this work can support your own organization's efforts to reduce their IT carbon footprint.

***Speaker:** Louise Koch, Director, Sustianability Programs, Dell Technologies*

15:30 - 15:55 - TBA (Scene - SPONSORS)

15:30 - 15:55 - Artificial intelligence: Reimagining the way we work. (Scene - FUTURE OF WORK)

Take a tour of the Augmented Age and artificial intelligence. In this session we will talk about how artificial intelligence changes the way we work and how computers improve our ability to think and imagine. We'll discuss the benefits of artificial intelligence, what the future looks like with AI and how Dell Technologies plans to evolve with machine learning and telemetry to maximize productivity.

***Speaker:** Christian Eilskov, Dell Technologies*

15:30 - 15:55 - TBA (Scene - MODERN DATACENTER AND EDGE)

15:30 - 15:55 - Your Zero Trust journey begins at endpoints. (Scene - SECURITY)

Zero Trust represents a security framework that advises continuous, dynamic authentication and authorization. In other words, "never trust and always verify." But what does it mean for your organization? With 70% of threats starting at the endpoint, how do you account for this control point as you build Zero Trust framework? Find out in a discussion about a comprehensive strategy to help secure your endpoints against the accelerating threat landscape and evolving workplace.

16:00 - 17:00: Networking & Bar