



Experience cloud's infinite possibilities



Experience IBM Cloud 2014

Enterprise IT for the Era of Cloud

Melbourne – Tuesday 26 August,
Peninsula, Central Pier, Docklands

Sydney – Thursday 28 August,
The Star Event Centre, Pyrmont



Introducing a new class of event for the next generation of cloud.

Hear from world-leading experts about emerging cloud technologies that are transforming business. Be among the first in Australia to get up-close and hands-on with some of the most exciting recent advancements in cloud technology, including IBM's SoftLayer cloud platform and IBM's Bluemix™ development platform.

SoftLayer

Ranked 'Visionary' in Gartner's latest Magic Quadrant for Cloud IaaS, with high-security data centres around the world and launching in Melbourne and Sydney within months. All API driven, deployed on demand, and billed hour-to-hour or month-to-month.

Bluemix

Accelerate exploration of mobile, social and big data workloads by developing cloud applications in minutes not months in your preferred programming language within an open-source environment.



At this uniquely interactive industry event, you'll be able to step into five experience zones and get hands-on with cloud's cutting edge:

Bluemix Development Zone

Be part of building an application in the cloud in just 15 minutes.

Gaming Zone

Just for fun, play multiplayer games hosted on the SoftLayer platform and experience the scale and speed enjoyed by 130 million gamers around the world.

'Think it, Built it, Tap into it' Zone

Whether you want on-premise, off-premise or build-your-own cloud, software on demand or cloud expertise, IBM has an unparalleled set of solutions. Witness the latest emerging technologies and how businesses have employed cloud solutions for innovation and growth.

SoftLayer Zone

Meet, greet and quiz experts on the ins and outs of SoftLayer.

Solutions Soapbox Zone

Hear directly from our partners who are harnessing the power of SoftLayer and other IBM Cloud technologies to build innovative solutions for business.

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Reserve your place now >

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Time	Session	
2:30 – 3:00pm	Registration	
3:00 – 3:15pm	Welcome	
3:15 – 3:30pm	Cloud as a Growth Engine for Business	Presented by Jeff Rhoda, General Manager, IBM Australia and New Zealand
3:30 – 3:55pm	Cloud without Compromise	Presented by Lance Crosby, Esq. CEO, SoftLayer
3:55 – 4:15pm	The Future is a Composable Business	Presented by Danny Sabbah CTO & GM next Generation Platform, IBM
4:15 – 4:40pm	Client Panel Discussion – How cloud is transforming business	
4:40 – 4:45pm	Event wrap-up and close	
4:45 – 7:00pm	Networking, drinks and opportunity to experience event zones	



Jeff Rhoda
General Manager,
IBM A/NZ



Lance Crosby
CEO, SoftLayer



Danny Sabbah
IBM CTO & GM
Next Generation
Platform