

# Fujitsu Labs of America Technology Symposium 2009

## Cloud Computing: Beyond the Hype

June 11, 2009, Fujitsu Silicon Valley Campus, Sunnyvale, CA

### Speaker Bio

#### Hitoshi Matsumoto, President & CEO, Fujitsu Laboratories of America



#### Welcome and Opening Remarks

Hitoshi Matsumoto is President & CEO at Fujitsu Laboratories of America and is responsible for advanced IT research activities for Fujitsu as well as strategic alliances and business development in the U.S. Previously, Hitoshi directed various R&D projects, including artificial intelligence, human interface, multimedia systems and Internet services at Fujitsu Laboratories Ltd and Fujitsu Limited (Japan).

#### Lew Tucker, VP and CTO, Cloud Computing, Sun Microsystems, Inc.



#### Cloud Computing: Utility computing comes of age

Lew Tucker is Vice President and CTO of Cloud Computing at Sun Microsystems, Inc. His focus today is on the evolution of computing as it moves into the cloud, but his contributions span several waves of technology innovation over the last twenty years. Prior to re-joining Sun Microsystems, he was a Vice President at Salesforce.com where he created the AppExchange, advancing the company's strategy to become the leading SaaS platform for business applications. He went on to be CTO at Radar Networks, an innovative semantic-web based Internet service for tracking interests. During his previous tenure at Sun Microsystems, Tucker was an early member of the JavaSoft executive team at Sun driving developer adoption of the Java platform, and later became Vice President, Internet Services, with overall responsibility for Sun's Internet sites and services. Tucker's interest in distributed computing started in the mid 80's as a research scientist and Director of advanced development at Thinking Machines, working on machine vision and system architecture to create the massively parallel Connection Machine. He holds a Ph.D. in Computer Science and has a background in Artificial Intelligence, Neurobiology, and large-scale parallel algorithms.

#### Dave Marvit, Vice President, Fujitsu Laboratories of America



#### Personal Cloud - When the cloud extends to our physical bodies and the data they produce

Dave Marvit - Dave Marvit is Vice President at Fujitsu Labs of America in charge of the Connected Information Innovation Center. Dave has worked as a writer and producer with WGBH's Nova Science Team, served as a Mellon Visiting Professor at Caltech, and been involved with many Silicon Valley Startups. This includes his role as a founder, VP of production, and lead creative at Worlds Inc., and founder and VP Marketing at Disappearing Inc. Dave was selected as one of Time Magazine's 2001 Digital Dozen — one of the 12 most influential people in the digital world. He has over 30 patents granted and pending.

## Speaker Bio

### Rajiv Mehta, CEO, Zume Life



#### **Personal Cloud - When the cloud extends to our physical bodies and the data they produce**

Rajiv Mehta is CEO and founder of Zume Life, a company focused on making it easier for people to better manage their health. For more than two decades, Rajiv Mehta has led strategy and execution for a wide range of disruptive technologies and product innovations: mobile devices, wireless technologies, laser systems, digital imaging, stereo-vision systems, and natural language processing technologies. He has played instrumental leadership roles at Apple Computer, Adobe Systems, Interval Research, Regis McKenna, and Symbol Technologies, and consulted for many technology start-ups. Rajiv studied Mechanical and Aerospace Engineering at Princeton, and Aeronautics and Astronautics at Stanford, and Business at Columbia.

### Gary Wolf, Contributing editor, Wired; Founder, QuantifiedSelf



#### **Personal Cloud - When the cloud extends to our physical bodies and the data they produce**

Gary Wolf is a contributing editor at Wired magazine, and the co-editor of The Quantified Self, a web site about self-knowledge through numbers. At Wired, he has been the author of a number of the magazine's most frequently cited articles, including "The Curse of Xanadu," about Theodor Holmes Nelson and the invention of hypertext; "The World According to Woz," about Apple co-founder Steve Wozniak; "The Wisdom of St. Marshall, Holy Fool," about Marshall McLuhan, and "The Church of the Non-Believers," about the New Atheist movement. Wolf is the author of three books: Aether Madness: an Offbeat Guide to the Online World (1994), with Michael Stein; Dumb Money: Adventures of a Day Trader, with Joey Anuff (1999); and Wired – A Romance (2000). Part of the team that launched HotWired, one of the original commercial sites on the Web, Wolf was the executive editor of Wired Digital from 1994 through 1997. He has a B.A. in history and literature from Reed College and an M.A. in political science from the University of California, Berkeley. In 2005 and 2006, he was a John S. Knight Fellow at Stanford University.

### Alexandra Carmichael, Co-Founder, CureTogether.com



#### **Personal Cloud - When the cloud extends to our physical bodies and the data they produce**

Alexandra Carmichael is co-founder of CureTogether, a Health 2.0 company that brings patients with 280 conditions together in overlapping data communities. Alexandra has spent 15 years bridging gaps between life science research, internet technologies, design, and business. She previously co-founded bioinformatics software company Redasoft with Daniel Reda. Redasoft's Visual Cloning technology was acquired by Hitachi Software. Alexandra also helped to design the first social web application for bioinformatics. She is currently an advisor on the Biotech/Medical Board of the Lifeboat Foundation, a guest blogger at The Quantified Self, and a prolific Tweeter on topics of health and chronic conditions @accarmichael. Alexandra lives with a chronic condition herself, and is dedicated to changing the way health decisions are made, using the power of the crowd.

**Speaker Bio**

**Jim Reavis, Executive Director, Cloud Security Alliance**



**Trusted Cloud I - Data protection, security, privacy, and trust concerns of cloud computing**

For many years, Jim Reavis has worked in the information security industry as an entrepreneur, writer, speaker, technologist and business strategist. Jim's innovative thinking about emerging security trends have been published and presented widely throughout the industry and have influenced many. Jim is the President of Reavis Consulting Group, LLC, editor of the Risk Bloggers website and a partner with the MetroSITE Group. Jim co-founded the Cloud Security Alliance and serves as its executive director. Jim has been an international board member of the ISSA, the world's largest not for profit association of information security professionals and formerly served as the association's Executive Director. Jim was a co-founder of the Alliance for Enterprise Security Risk Management, a partnership between the ISSA, ISACA and ASIS, formed to address the enterprise risk issues associated with the convergence of logical and traditional security. Jim currently serves in an advisory capacity for many of the industry's most successful companies. Jim founded SecurityPortal in 1998 and has been an advisor on the launch of many industry ventures. Jim is widely quoted in the press and has worked with hundreds of corporations on their information security strategy and technology roadmap. Jim was also formerly Chief Marketing Officer for VIGILANTE, a European security software company. Jim received a B.A. in Business Administration / Computer Science from Western Washington University in 1987 and began his career shortly thereafter as the MIS Manager for InterWest Bank, now part of Wells Fargo.

**Scott Chasin, Founder/CTO of MX Logic**



**Trusted Cloud I - Data protection, security, privacy, and trust concerns of cloud computing**

Scott Chasin is founder and Chief Technology Officer of MX Logic, Inc. Chasin founded MX Logic as a cloud-based service in 2002, which today secures email and web collaboration for over 37,000 businesses and 4 million users. Over the last 18 years, Chasin has pioneered the development and marketing of cloud-based Internet messaging, collaboration and security technologies, including being credited with the launch of the first Web-based email consumer service and delivering the first IP-based commercially hosted messaging service supporting thousands of businesses and millions of end users worldwide. He also created and moderated the first full-disclosure security discussion forum, Bugtraq. Prior to MX Logic, Chasin founded USA.NET, a hosted messaging service provider and he formed one of the first information security consulting firms, Comsec Data Security, where he pioneered early industry efforts in computer security.

**Lee Tien, Senior Staff Attorney, Electronic Frontier Foundation**



**Trusted Cloud I - Data protection, security, privacy, and trust concerns of cloud computing**

Lee Tien is a Senior Staff Attorney with the Electronic Frontier Foundation, specializing in free speech law and privacy law. Before joining EFF, Lee was a sole practitioner specializing in Freedom of Information Act (FOIA) litigation. He has published scholarly articles on children's sexuality and information technology, anonymity, surveillance, and the First Amendment status of publishing computer software. Other areas of policy interest include: Internet censorship, RFID, location privacy, DNA privacy, biometrics, data mining, and electronic health records privacy.

## Speaker Bio

### Jonti McLaren, President & COO, Symplified



#### **Trusted Cloud I - Data protection, security, privacy, and trust concerns of cloud computing**

McLaren co-founded Securant Technologies with Eric Olden and was its CEO from 1995-1999 and its President from 2000-2001. At Securant, Jonti was responsible for corporate strategy with an emphasis on managing Securant's rapid growth and field operations. Jonti transformed Securant from a professional services oriented company to a product focused enterprise software company establishing a new security segment, Web Access Management (WAM), which is now a \$1B category. Furthermore, Jonti gained comprehensive exposure and thorough operations experience as he was responsible for directly managing every department at one time or another during his tenure. McLaren was instrumental in raising \$35M in financing in 3 rounds and completing the successful sale of Securant to RSA in 2001.

### Jean Pawluk, Chief Architect, Visa Inc.



#### **Trusted Cloud I - Data protection, security, privacy, and trust concerns of cloud computing**

Jean Pawluk is Chief Architect at Visa with a global focus on security strategy, enterprise architecture, technology and tactics. She has over 25 years of experience in financial services and high tech industries in both technical and executive management roles at Visa, Equifax, and Tandem.

Jean developed an interest in security and cryptography early in her career. Her interest in security was re-awakened in the early 1990's when it became obvious that the Internet was totally insecure. She immediately focused on new security initiatives at Tandem, heading up several teams creating security, networking & strong authentication solutions to overcome the threats including the first commercial PKI system in the world in 1996 (in Singapore).

Ms Pawluk is active in a number of technical and information security working groups. Her most recent interest is the security issues of cloud computing.

### Liam Lynch, Chief Security Strategist, Global Information Security, eBay Marketplaces



#### **Trusted Cloud I - Data protection, security, privacy, and trust concerns of cloud computing**

Liam joined eBay in May of 2002, where he was Security Architect in the Architecture group. He served as Chief Security Architect for eBay marketplaces and consulted for marketplaces adjacencies. He created the security framework for the Java platform, Payment Gateway, Billing, and Customer Support systems. Liam also presents architecture presentations and labs at the eBay developer's conference and will speak at industry forums throughout 2009. In June 2007, he moved to Marketplaces Information Security to work for Dave Cullinane (CISO) to create programs for predictive security for the world's largest e-commerce platform. Prior to joining eBay, he worked in Security Architecture at Sybase and in Security Architecture in Military, Government, Health Care, and Telecommunications industries.

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**Speaker Bio**

**Brian Cooper, Principal Research Scientist, Yahoo! Research**



**Trusted Cloud II - Interoperability and avoiding vendor lock-in**

Brian F. Cooper is a senior research scientist at Yahoo! Research. His research interests include distributed information systems and databases. Currently, he is working on building very large scale, distributed information systems. Previously, he was an assistant professor at Georgia Tech, where he worked on self-managing peer-to-peer overlays and distributed in-network event processing. His PhD dissertation at Stanford examined adaptive overlays for replicating data, and for searching for the replicated data once it had been scattered throughout a network.

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**Rich Wolski, Ph.D., CTO, and Co-founder Eucalyptus Systems**



**Trusted Cloud II - Interoperability and avoiding vendor lock-in**

Dr. Rich Wolski is the Chief Technology Officer and Co-founder of Eucalyptus Systems Inc., and a Professor of Computer Science at the University of California, Santa Barbara (UCSB). Having received his M.S. and Ph.D. degrees from the University of California at Davis (while a researcher at Lawrence Livermore National Laboratory) he has also held positions at the University of California, San Diego, and the University of Tennessee. He is currently also a strategic advisor to the San Diego Supercomputer Center and an adjunct faculty member at the Lawrence Berkeley National Laboratory.

Rich has led several national scale research efforts in the area of high-performance distributed computing and grid computing, is the author of numerous research articles concerning the empirical study of distributed systems, and is the progenitor of the Eucalyptus project.

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**Michael Crandell, CEO and Founder, RightScale, Inc.**



**Trusted Cloud II - Interoperability and avoiding vendor lock-in**

Michael Crandell is the CEO and a founder of RightScale, where he provides the vision and direction for the company as it pioneers innovative ways to bring the power of cloud computing to any organization. Crandell is a frequent speaker at cloud computing industry conferences, and he has played a major role in helping establish and promote openness and transparency in the cloud market. Prior to RightScale, he served as CEO at several Internet Software-as-a-Service (SAAS) companies and as executive vice president at eFax.com. Crandell received his B.A. from Stanford University and completed graduate studies at Harvard University.



## Speaker Bio

### Michael Olson, CEO, Cloudera



#### **Trusted Cloud II - Interoperability and avoiding vendor lock-in**

Michael Olson is the Chief Executive Officer of Cloudera. Cloudera is commercializing Apache Hadoop to provide big data analytics to enterprise customers. Prior to founding Cloudera, Mike was CEO of Sleepycat Software, makers of Berkeley DB. He spent two years at Oracle Corporation as Vice President for Embedded Technologies after Oracle's acquisition of Sleepycat in 2006. Mike has held technical and business roles at database vendors Britton Lee, Illustra Information Technologies and Informix Software. He has Bachelor's and Master's degrees in Computer Science from the University of California at Berkeley.

### Hiro Kishimoto, Ph.D., Deputy General Manager, Research Center for Cloud Computing, Fujitsu Laboratories



#### **Trusted Cloud II - Interoperability and avoiding vendor lock-in**

Dr. Kishimoto received a Ph.D. degree in Computer Science from Tohoku University, Sendai, Japan. He joined Fujitsu in 1983. He has led several software projects on distributed systems development and data center optimization. He is also a visiting professor at the National Institute of Informatics, Vice President of the Grid Consortium in Japan, and a board member of DMTF and OGF. He received the IEEE Gordon Bell Award in 1994, the InfiniBand Contribution Award in 2000, and the inaugural GGF Leadership Award in 2005.

### Mark Zawacki, Founder & Managing Partner, Milestone Group



#### **Cloud Business – The economics of cloud computing and emerging business models**

Mark Zawacki is the Founder and Managing Partner of Palo Alto based Milestone Group. Since 2001, Milestone Group has worked with more than 190+ tech, media and telco (TMT) clients globally on a myriad of growth and revenue-related initiatives including strategy, innovation, business and corporate development, alliances/partnering and international expansion. Milestone Group clients have included Microsoft, Cisco, Intel, SAP, NTT Verio, Swisscom, Symantec, Trend Micro, Avocent, Vignette, MX Logic, Talend, PGP, Xcalia (acquired by Progress Software), Identum (acquired by Trend Micro) and Authentica (acquired by EMC).

Prior to founding Milestone Group, Mark spent nearly a decade as a strategy consultant with the CSC Index, the strategic management consulting division of Computer Sciences Corporation (CSC). Various based in Amsterdam, London, Sydney and San Francisco, Mark's consulting at CSC Index focused on corporate strategy, organizational change and leveraging technology for business advantage.

Mark is a frequent speaker, panelist and moderator at TMT events globally. His recent conference panelist/moderator roles include AlwaysOn, Stanford Graduate School of Business Conference on Entrepreneurship, Software 200X conferences, Software Business Conference, MIT Enterprise Forum, SD Forum, VLAB, ANZA, MESDA, The World Financial Symposium and several other corporate and international economic development functions. Mark also occasionally guest lectures in several MBA programs worldwide.

Mark holds a B.Sc. in Marketing from the University of Colorado and an MBA from the University of Rochester, William E. Simon Graduate School of Business, where he currently serves on the Executive Advisory Council.

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**Speaker Bio**

**Brad Jefferson, Co-founder & Chief Executive Officer, Animoto Productions**



**Cloud Business – The economics of cloud computing and emerging business models**

As CEO of Animoto, Brad leads the charge in driving Animoto to be the global standard for turning images and music into professional-looking video content. Prior to co-founding Animoto, Brad spent eight years with Onyx Software. At Onyx, he was Director of Sales Operations and managed the national team of sales engineers. Previously, Brad managed Onyx's Professional Services team and customer base in the western US and was regularly the company's top services sales representative. Brad's clients varied in size and industry and included companies such as Starbucks and AAA. Through Brad's career at Onyx he saw the company grow from a 17-person start-up to an 800-person public company, and eventually through an acquisition. Brad graduated from Dartmouth College, and currently resides in Oakland, California.

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**Jinesh Varia, Technology Evangelist, Amazon Web Services**



**Cloud Business – The economics of cloud computing and emerging business models**

As a Technology Evangelist at Amazon, Jinesh Varia helps developers take advantage of disruptive technologies like Cloud Computing that are going to change the way we think about computer applications, and the way businesses compete in the new web world. Jinesh has spoken at more than 100 conferences/UserGroups around the world. He is focused on furthering awareness of web services and often helps developers in Start-ups, Enterprises and Universities leverage Amazon's innovative services.

Jinesh has over 9 years experience in XML and Web services and has worked with standards-based working groups in XBRL. Prior to joining Amazon as an evangelist, he held several positions in UBmatrix including Solutions Architect, Enterprise Team Lead and Software engineer, working on various financial services projects including Call Modernization Project at FDIC. He was also lead developer at Penn State Data Center, Institute of Regional Affairs. Jinesh's publications have been published in ACM and IEEE. Jinesh is originally from India and holds a Master's degree in Information Systems from Penn State University. He plays tennis and loves to trek.

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**David Yarnold, CEO, ServiceMax, Inc.**



**Cloud Business – The economics of cloud computing and emerging business models**

David Yarnold is the chief executive officer of ServiceMax. A veteran in the Software as a Service (SaaS) and Field Service industries, Yarnold has contributed to the success of some of the fastest growing companies in the enterprise software business over the past two decades. Prior to joining ServiceMax, Yarnold was the vice president of global sales for SuccessFactors, a provider of on-demand talent management software. During his tenure, sales grew from \$5 million in 2003 to well over \$100 million in 2007, when SuccessFactors joined the public markets and became one of the first public SaaS companies. Yarnold also held executive sales positions at Extensity, an employee relationship management software company, and Clarify, a pioneer in customer relationship management software (Acquired by Nortel Networks in 1999). At Clarify, Yarnold gained expertise in the field services industry and grew the company's revenues from \$18 million to over \$250 million in just four years. Yarnold holds a Bachelor of Science degree in business administration from San Francisco State University.

## Speaker Bio

### Bobby Napiltonia, SVP WW Channels and Alliances, salesforce.com



#### **Cloud Business – The economics of cloud computing and emerging business models**

Bobby Napiltonia is the senior vice president of worldwide channels and alliances at salesforce.com. He was previously vice president and general manager of worldwide channels and alliances for BEA Systems, Inc. At BEA, Napiltonia directed strategy and business models for the company's worldwide alliance partners including Intel, Computer Sciences Corp., Accenture, Hewlett Packard Co., EMC, Wipro, Tata Consultancy Services and Electronic Data Systems. Napiltonia also created new business engagement models with global system integrators, software vendors and launched a formal Reseller Program in the United States. Prior to BEA, Napiltonia was CEO, president and founder of State Software Inc., a start-up company selling a software platform for enabling Web applications. Prior to this, Napiltonia spent 12 years in senior management positions working in a variety of channels at Creative Labs and D&H Distributing.

Napiltonia was recognized by CMP Media's VARBusiness magazine as one of North America's Top Channel Executives in 2005 and 2007.

### William Walker, Vice President, Fujitsu Laboratories of America



#### **Hardware and the Green Server - Impacts of hardware on the environment**

Bill Walker is Vice President in charge of the Component and Device Innovation Group at Fujitsu Laboratories of America. His interest include design of CMOS circuits for high-speed wireline, optical, and wireless communications, and low-power circuit design for microprocessors. Prior to joining FLA, he was in charge of custom circuit design at HAL Computer Systems, where he contributed to the design of the first 64-bit SPARC microprocessor. Previously, as part of a start-up, he developed the first CMOS gate arrays used in an IBM computer, and while at IBM, he worked in the group that developed the lightly-doped-drain MOS transistor. Bill holds an A.B. in Physics and an M.S.E.E., both from U.C. Berkeley.

### Dylan Larson, Director, Platform Technology Initiatives, Intel Corporation



#### **Hardware and the Green Server - Impacts of hardware on the environment**

Dylan Larson is the Director of Platform Technology Initiatives in Intel's Server Platforms Group. Dylan and his team are responsible for Intel's advanced server technologies such as virtualization, power management, and high performance IO. In this role, Dylan works with software and hardware vendors to drive compelling solutions for customers. Dylan has worked for Intel for 8 years in a number of advanced technology management roles, most recently serving as chief of staff for the General Manager of Intel's largest business unit the Digital Enterprise Group.

### Dennis Gannon, Director of Applications, Cloud Computing Futures, Microsoft Research



#### **The Future of Cloud Computing – Obstacles and opportunities**

Dennis Gannon is Director of Applications for the Cloud Computing Futures Center of Microsoft Research. He is charged with exploring new applications and applications of MS research technology for the next and future generations of Microsoft large data centers.



## Speaker Bio

**Armando Fox, Ph.D., Associate Professor, UC Berkeley Reliable Adaptive Distributed Systems Lab (RAD Lab)**



### **The Future of Cloud Computing – Obstacles and opportunities**

Armando Fox (fox@cs.berkeley.edu) is an Adjunct Associate Professor at UC Berkeley and a co-founder of the Berkeley RAD Lab. Prior to that he was an Assistant Professor of Computer Science at Stanford, and received his PhD, MS and BS degrees at Berkeley, Illinois at MIT respectively. His current research interests include applied statistical machine learning and cloud computing; he is a co-author of the recently released position paper "Above the Clouds: A Berkeley View of Cloud Computing" and has frequently lectured on this topic. He has published several papers in collaboration with top machine learning researchers on the application of machine learning to diagnosing, characterizing and identifying operational problems in datacenter-scale and cloud computing installations. His 2003 collaboration with David Patterson on Recovery-Oriented Computing earned him the distinction of being included in the "Scientific American 50" top researchers. In previous lives he helped design the Intel Pentium Pro microprocessor and founded a company to commercialize his UC Berkeley dissertation research on mobile computing.

**Peter Coffee, Director of Platform Research, salesforce.com**



### **Cloud Computing Economics for the Enterprise and Entrepreneur**

Peter Coffee works with corporate and commercial application developers to build a community based on Force.com: the salesforce.com Platform-as-a-Service (PaaS). He has led technical workshops, delivered conference keynote speeches, and lectured at research and academic centers in China, Korea, Singapore, Australia, Canada, Mexico, Brazil, England, Italy and India as well as throughout the U.S. Peter has been with salesforce.com for two years, following 18 years as Technology Editor of the enterprise IT journals PC Week and eWEEK. He was previously the first manager of PC planning at The Aerospace Corporation in El Segundo, California, where he also worked in space asset management applications of AI techniques. Before that, he was a Senior Engineer in arctic project management, chemical facility construction, and synthetic fuels project planning for various divisions of Exxon in California, Louisiana and New Jersey. He holds an engineering degree from MIT and an MBA from Pepperdine University; he has been a faculty member in IT management at Pepperdine and also at UCLA (computer science) and Chapman College (business analytics). He is the author of two books, How to Program Java and Peter Coffee Teaches PCs. When not traveling or writing, he works and plays as a Boy Scout backpack expedition leader, community food bank coordinator, MIT Educational Counselor, volunteer science educator, youth soccer referee, and member of the governing board of the Los Angeles area's Beach Cities Symphony Orchestra.