

2004 InnoTech

AUSTIN'S BUSINESS & TECHNOLOGY
INNOVATION CONFERENCE & EXPO

WEDNESDAY, NOVEMBER 3
AUSTIN CONVENTION CENTER

**REGISTER
TODAY**
DETAILS INSIDE

InnoTech
The Business & Technology
Innovation Conference & Expo

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WELCOME TO THIS YEAR'S InnoTech

WEDNESDAY, NOVEMBER 3

REGISTRATION:
7:00AM - 4:00PM

CONFERENCES:
8:30AM - 4:00PM

EXHIBITS:
9:00AM - 4:30PM



FREE ADMISSION PASS

Register today at www.innotechconference.com. Austin Business Journal readers receive complimentary admission to InnoTech. Use **Pass Code** is **ABJ999**. Please note: online registration closes at 7pm, Monday, November 1. After November 1 bring this program guide to receive complimentary admission, fee at the door without guide or online registration is \$25.

As Chairperson of the 2004 Austin InnoTech, I invite you to attend this exciting conference & expo on November 3 at the Austin Convention Center.

On November 3, two events will occur that will impact the future of your business. First, is the announcement of the President of the United States of America and second is the Austin InnoTech. At InnoTech, many of Central Texas' most influential business and technology professionals will gather together for a one-day conference and exhibition offering opportunities for education, networking and growth to ensure your future success. The Austin InnoTech is a unique event showcasing the latest "must have" business practices and technologies and discussing the most exciting innovations currently on the horizon.

You will hear first-hand from top executives how companies are utilizing innovative thinking and technology to tap solutions and think smarter, faster and more creatively. Over 60 exhibits and 25 educational sessions will showcase this year's topics which include: Security, wireless technologies, disaster recovery, eMarketing strategies, outsourcing, open source software, market valuation for the high tech industry and technology commercialization.

InnoTech would like to acknowledge the support and dedication of our advisors, sponsors, exhibitors and supporting associations through the region and business community. The program is truly a collaborative effort to benefit the region's ability to be competitive during the current economic times. I, along with the InnoTech Conference staff, welcome you to this inaugural program and hope you find this event a rewarding and educational experience. Register today at www.innotechconference.com.

Sincerely,

Russ Finney
VP & CIO, Tokyo Electron
Austin InnoTech Chairperson



RUSS FINNEY
VP & CIO, Tokyo Electron
Austin InnoTech Chairperson

InnoTech Featured Speaker

OSDL and the Future of Linux

Stuart Cohen, CEO, Open Source Development Labs, Inc.

8:30am - 9:30am, Room 12A

OSDL - home to Linus Torvalds, the creator of Linux is dedicated to accelerating the growth and adoption of Linux in the enterprise.

Stuart Cohen will discuss the extraordinary growth of Linux, the impact Linux is having on business today and why the Linux development process has been and will continue to be so critical to its success.

Open to all InnoTech exhibitors and attendees.



STUART COHEN
CEO, Open Source
Development Labs, Inc.

CONTINUING EDUCATION CREDIT

Participants may earn up to 6 contact hours of continuing education credit for attending general and breakout sessions at InnoTech. Proof of attendance will be provided. Conference attendees should consult the rules of their specific licensing boards or certifying bodies in applying credit.

AUSTIN CIO SUMMIT

Austin CIO Summit

In conjunction with Austin InnoTech
 Wednesday, November 3, 2004
 Austin Convention Center, Ballroom D
 Room 19A, 4th Floor, 11:30am-4:30pm
 Register today at <http://austin.innotechconference.com>

Co-hosted by Austin Technology Council and Austin CIO Peer Group. Sponsored by St. Edward's University, Momentum Software, Oracle (insert logos at bottom of text as sponsored by)

OSDL and the Future of Linux

Keynote Speaker - Stuart Cohen, CEO, Open Source Developments Labs, Inc.
 8:30am – 9:30am, Room 12A

Linux is growing faster than any other operating system and is being used everywhere from supercomputers to personal electronic devices. Stuart Cohen, the CEO of OSDL (the Center of Gravity of Linux and home to Linus Torvalds) will discuss the extraordinary growth of Linux, the impact Linux is having on businesses today and why the Linux development process has been and will continue to be so critical to its success.

Mapping Information Technology to Your Business

Fred Mapp, Author & CEO WCIT2006

"Seven Initiatives" to creating and understanding a professional information technology organization. Fred will also autograph and provide a copy of his new book to each attendee of the Summit.

In May 2004 he was named chief executive officer of the World Congress on Information Technology 2006, an organization that brings together global leaders of business, government, and education to direct the future of technology and drive social and economic development.

The Role of IT in Organizational Innovation

Sirkka Jarvenpaa, Bayless/Rauscher Pierce Refsnes Chair in Business Administration, Department of Mgmt Science & Information Systems

Billy Hamilton, Deputy State Comptroller and architect of the Texas, National and California Performance Reviews
Russ Finney, U.S. Vice President and CIO, Tokyo Electronics
 Moderated by **Carolyn Purcell, Founder and CEO of Purcell Ventures LLC**

The panel will explore the use of innovation in mature organizations to produce new products and processes that can revitalize a business or government. Is IT a common source for such innovation? What is the process for institutionalizing innovation? How can IT organizations facilitate enterprise-wide innovation?

For additional information and registration please visit: <http://austin.innotechconference.com>. Registration is only \$40 and includes lunch, presentations, admission to InnoTech conference tracks and expo and a complimentary signed copy of Fred Mapp's new book "Seven Initiatives"

10:00am – 11:00am Seminars

Wireless Security & Authentication, is it Really Needed?

Dan Lee Vogler, VP, Austin Wireless Group – Moderator
Murray Freeman, CTO, Arimba & CEO, Wi-Fi Texas
Rich MacKinnon, CEO, Less Networks
Lonnie Wormley, IT Director, Huston Tillotson College
Art Lancaster, CEO, Affinegy
 10:00am – 11:00am, Wireless Theater

What is the newest and safest way to protect your wireless network from attacks, rouge users and clandestine interlopers? Panel experts will discuss the pros & cons of Open Access, Logging, Radius, NoCAT, Redirection, 802.11x, WEP & WAP technologies, and share years of combined experience on this HOT topic concerning wireless! For more information, contact: Dan Lee Vogler, VP Programs for the Austin Wireless Group dan@austinwireless.net 512-462-9171

The Evolving Role of Disk and Tape in Backup Architectures

Robert Farkaly, Dir. of Worldwide Disk Product Sales, Overland Storage
 10:00am – 11:00am, Data Theater

The new breed of enterprise disk-based backup systems offer significant performance advantages over tape, and

as prices drop, are poised to replace many tape systems. However, tape still offers greater cost savings, portability and scalability. Join us for a discussion on cost-effective ways to leverage the strengths of both tape and disk-based backup, minimizing data backup times, maximizing data security and speeding up data recovery times. Topics will include trends in tape and disk-based backup technology, tape virtualization, data cloning, disk-to-disk-to-tape (D2D2T) architectures and effective disaster recovery solutions.

Email Marketing to Build Your Business

Stacy Davidson, President, Creole Consulting
 10:00am – 11:00am, Room 12B

Email marketing is so much more than SPAM – used correctly email marketing can enhance your business relationship and increase your bottom line. In this session, we will review the basics of email marketing to dynamic, targeted messaging based on your customer's needs. You will leave this session with resource lists, best practices, and many new ideas.

Some topics to be discussed include:

- Developing Your Email Database
- Choosing Vendors – In-house software versus ASP versus Complete Outsource
- Content Strategies & Ideas
- Industry Statistics & Best Practices

This will be an interactive session tailored to the needs of the audience. Come prepared to learn and ask questions.

IP Telephony For the Small to Medium Business

Darryl McCalmont Vice-President, Telephone Connection/Avaya Business Partner
 10:00am – 11:00am, Security Theater

What is the difference between Voice over IP and IP Telephony. How can I use both to improve the communications in my small to medium sized business without sacrificing reliability.

Open Source Software: It's Here, Endearing, Everywhere, Proliferating, So What Are You Gonna Do About It in Your Business and Career?

Moderated by: **Henry W. (Hank) Jones**
 10:00am – 11:00am, Room 12A

You've heard that free, collectively-written software has legit and is accelerating – open source has gone prime-time. But still nagging in your brain is word that there remain very troubling uncertainties and risks, impacting strategy, quality, security, supply chain, corporate governance/compliance, intellectual property, and other operational requirements. This panel will cover practical action items to help understand and manage the benefits, risks, and decisions mandated by the tidal-wave open source movement. The speakers will cover engineering, strategy, marketing, sales, partnering, legal, finance, H.R., and other problems and solutions, focusing on recent developments, experiments, and best practices, including common mistakes and myths. The panel will be chaired by Henry W. (Hank) Jones, III, a national open source consultant and lawyer and 24-year technology industry veteran based in Austin.

11:00am – 12:00pm Seminars

Designing a Secure Organization"; Where are we today; What is the Problem?

Michael E Coady, VP, Security Practice, Computer Associates
 11:00am – 12:00pm, Security Theater

- Topics include:
- 2002-2004 Security Statistics
 - Common Threats
 - Identity Theft
 - Anatomy of Attack
 - Incident Response
 - Forensics & Fixing the Problem

Wireless Technologies and Networks Converge

Steve Rowley, Central Area Vice President of Sprint Business Solutions
 11:00am - 12:00pm, Wireless Theater

The telecom industry is not as much at a crossroads as it is changing course. The new direction of combining wireless and legacy wireline networks is helping to meet today's business needs. Steve's presentation will be geared to addressing how the new infrastructure today and in the future answers the following: 1) Keeping costs of managing a network contained 2) Migrating from legacy services to technologies that provide both expand-

ed performance and cost efficiency 3) Expanding capabilities to support a mobile workforce and 4) Improving a businesses customer satisfaction utilizing technology.

Veritas Offers Powerful Protection Against Data, Application and Database Downtime

Mark Cartmill, Systems Engineer, Veritas
 11:00am – 12:00pm, Data Theater

Learn how Veritas can maximize uptime of data, applications and databases such as Exchange and SQL. Storage Foundation is for organizations that require uninterrupted and consistent access to mission critical data. Storage Foundation provides easy-to-use, on-line storage management tools for heterogeneous enterprise environments, which reduce planned and unplanned downtime. Storage Foundation enables high availability of data, optimized I/O performance and offers freedom of choice in storage hardware investments

Managing Offshoring: Overcoming Distance, Novelty, and Culture To Achieve Process and Business Success

Moderated by: **Henry (Hank) Jones III**
 11:00am – 12:00pm, Room 12A

You know that outsourcing is pervasive, growing, burst past mere i.t. into a variety of business processes and industries, dispersed into many lower-cost countries, and hence inevitable. You also admit your company and its suppliers have very thin experience in coordinating "colleagues" in a relatively young, untested supply chain. You worry that the participants in your business life-line are separated by time, languages, employers, cultures, and infrastructures, and subject to layoffs and turnover. So, as a manager, customer, worker, researcher, investor, or otherwise, What do you do now, to optimize outsourcing processes and outcomes? This program will cover the subtle challenges and emerging best practices in multiple disciplines – including contracting, planning, tracking, verbal communications, Internet communications, ongoing supplier management, and real-time assessment – that more companies must muster and master.

Search Marketing – Making Sure That You Get Found

William Leake, President, Leads Customers Growth
 11:00am – 12:00pm, Room 12B

Most often the first place the customers you seek go for information today is the internet. How do you make sure they find you? There are hordes of outfits promising to help you get found. Some of them cost \$10, and claim to submit you to 100's of search engines. Others have the sure path to quick millions on the internet. Others costs thousands upon thousands of dollars a month, but don't seem to understand marketing. This talk will cover the new field of Search Marketing, and will cut cleanly through the clutter to help you determine what how best to use the internet as ONE effective channel to grow your business.

1:00pm – 2:00pm Seminars

Productivity through Secure, Wireless Technology

William Lee, Regional Operations Manager, Brookside Technology Partners, Inc.
 1:00pm – 2:00pm, Wireless Theater

Today's state-of-the-art, wireless technology offers a wealth of benefits to progressive businesses, including the opportunity for increased mobility, productivity, communications management and freedom. Its evolution is constant - and so are its security issues. Learn about the benefits of 21st century wireless technology, as well as effective ways to secure your network to meet the varying needs of your organization.

Tuning Up Your Web Site For e-Commerce

Steve Guengerich, President, Perceptive Sciences Corporation
 1:00pm – 2:00pm, Room 12B

This session is for small business owners, IT managers, and senior marketing managers from larger firms. The focus is on how to make your web site more interactive and usable for prospects, customers, suppliers, and other commerce partners. It will highlight practical examples of basic, low cost improvements that anyone can implement, as well as new technologies and trends that are available. EVERY SESSION ATTENDEE will be eligible for FREE SOFTWARE and SERVICES that will be GIVEN AWAY at the end of the presentation.

Secure Application Delivery

Accudata Systems

1:00pm – 2:00pm, Security Theater

According to a recent Information Week study, over 64% of 10 million security incidents tracked targeted the application layer of the network. If you need to provide customers, remote employees or partners secure, reliable access to applications via the Internet, an Intranet or Extranet; you will not want to miss this presentation by Accudata Systems. Accudata Systems will discuss the power of SSL-VPN solutions for remote access and the merits of a policy-based "Application Firewall" to protect against targeted and random attacks, even those that have yet to be developed.

Accelerating Technology Commercialization and Business Formation in the Greater Austin San Antonio Corridor

Jerry M. Keys, Co-Chairman Greater Austin-San Antonio Corridor Council; Shareholder, Winstead Sechrest & Minick PC
Ross Spencer Garsson, Co-Chairman 2004 Corridor NanoBioTech Summit; Shareholder, Winstead Sechrest & Minick PC

1:00pm – 2:00pm, Room 12A

In 2003 and 2004, academic, economic development, governmental, and business leaders in the Greater Temple-Austin-San Antonio region gathered together for summits held at Texas State University in San Marcos, Texas. An outcome of these summits was an action plan summarizing the consensus recommendations. The plan sets forth a series of recommended actions that the regional stakeholders can cooperatively undertake to accelerate commercialization and new business formation. Messrs. Keys and Garsson, the editors of the action plan, will discuss the plan and the initiatives underway to implement its action steps.

Enterprise Content Management – New Frontiers

Mike Alsup, President, Gimmel Group

1:00pm – 2:00pm, Data Theater

The vision of Enterprise Content Management (ECM) is compelling. People across a corporation are able to effectively create, retrieve, and manage all of their paper

and electronic documents and web content throughout their business processes. ECM solutions will have a dramatic effect on the professional lives of most knowledge workers. This presentation will explore the challenges in implementing ECM solutions.

2:00pm – 3:00pm Seminars

New Risk Management Strategies for the Internet

John S. Quarterman, InternetPerils, Inc.

2:00pm – 3:00pm, Security Theater

Worms, viruses, cable cuts, routing flaps, and attacks that affect many business on the Internet yet are beyond their control require a collective response. The traditional solution to such force majeure events, or acts of God, is insurance, which pools risk. Insurance is the first of a series of financial risk management strategies, which include catastrophe bonds, performance bonds, and capital withholding. All are tried and true in other industries, and are applicable to the Internet, as are reputation systems. The talk explains and illustrates the problems and these new-to-the-Internet solutions.

Business Continuance Strategies

Roger A. Simonds, Chief Information Officer,

Hasler Consulting Engineers

2:00pm – 3:00pm, Data Theater

System outages can be devastating to a business. Companies can lose hundreds of thousands, or even millions of dollars per hour when systems are down. Disaster recovery is the planning and implementation of systems and practices to help ensure that when disasters do occur, an organization's core business functions continue to operate. Companies with a business continuance strategy can ensure data is protected and systems can be recovered rapidly. Any business continuance strategy is dependent on an appropriate storage network implementation that enables data to be replicated and backed up, systems to be rapidly redeployed, and users to access the most available systems regardless of location. Network planners and operators, more than ever before, are under pressure to create reliable and survivable network infrastructure. This session will cover techniques and critical thinking necessary to withstand

such occurrences and avoid situations that can lead to a false sense of security. Fundamental principles of continuity that is essential to developing an IT infrastructure that can withstand adverse events.

Market Validation For the High Tech Industry

Moderated by Erin Defosse, Director IT & Wireless Division, Austin Technology Incubator

2:00pm – 3:00pm, Room 12A

One of the most critical steps in launching a new venture is validating whether or not the product or service being pushed into the market will be accepted by customers. In fact, most new ventures fail not because the product didn't work, but because the company failed to properly ascertain the real needs of the customer and position their company and products accordingly. As much art as it is science, this process, known as "Market Validation" is universally acknowledged by investors and entrepreneurs as one of the keys to launching a successful company.

Erin Defosse, Director of the IT and Wireless Division of the Austin Technology Incubator, will moderate a panel of expert venture capitalists, angel investors, and entrepreneurs that will offer their best practices and share their experiences on how best to validate a market opportunity for a new venture.

The Multigenerational Workforce

Pat Schenee, Professional Development Center,

University of Texas

2:00pm – 3:00pm, Room 12B

Today's workforce is one of the most diverse, in ages and in values, in our history. You can bridge gaps among intergenerational workers by developing a better understanding of who they are, what they value, and how they are motivated.

Securing your Microsoft-Based Network

Ken Lince, Sr. Infrastructure Consultant,

Catapult Systems, Inc.

2:00pm – 3:00pm, Wireless Theater

Managing risk in today's complex IT environments requires a combination of technology, policies and process. In this

CONTINUED ON PAGE 5 >

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FROM PAGE 4 >

seminar, Mr. Lince will discuss network security best practices, including: perimeter network security, Active Directory configuration, Patch Management, and server/PC lock down. You will also walk away from this discussion with an understanding of several tools available to help you assess and secure your organization's network.

3:00pm – 4:00pm Seminars

From Hotspot To Hotcity

Steven Schroedl, President and CEO, VeriLAN, Inc.

3:00pm – 4:00pm, Wireless Theater

Digital Cities of tomorrow are being designed and built today. All over the world, cities are embracing wireless technologies as tomorrow's infrastructure. This technology enables access to an ever-increasing selection of services and information. This presentation is a must for City official and or policy makers. You will learn what technology is available and how it is bringing new services to residents and businesses all over the globe.

Fiber, Wireless and Bandwidth for TeleWork

Wayne Caswell, Marketing Strategist,

CAZiTech Consulting

3:00pm – 4:00pm, Room 12A

While Austin fights over toll roads and light rail, other high-growth regions are driving economic development with TeleWork programs and high-speed fiber and wireless networks. They know technology innovation depends on sharing knowledge, and telecommunications infrastructure is just as vital to future economic growth as transportations systems were in the past, where industries benefited by proximity to major waterways, highways, railroads and airports. This session shows how broadband communications infrastructure enables TeleWork and encourages technology innovation. Austin is becoming a world center for wireless development but should also invest in fiber as a public utility that complements wireless. This is important since broadband services using DSL and Cable lack the capacity for important applications like video conferencing, which supports telepresence and the ability to hire the best talent wherever it is.

Business Process Management: Business and Technology Perspectives

Mark Cooper, Vice President & Financial Services

Practice Leader, The Athens Group

3:00pm – 4:00pm, Room 12B

As companies seek to improve and automate processes, there is a need for a pragmatic approach to fully realize the potential of Business Process management.

Business Process Management gives business the ability to define, execute and manage processes that:

- Span across multiple applications and involve human interaction
- Are independent of the systems and infrastructure
- Handle dynamic process rules and changes, not just simple, static flows
- Typically allows for implementation without 'rip and replace' of existing systems

The speech topics are:

- What is Business Process Management?
- High-return Targets for BPM
- Real-World Case Studies / ROI
- Vendor Landscape
- Example BPM Solution Architecture
- Comparison of BPM and EAI Solutions
- Key Evaluation Criteria for BPM Platforms

Cyber Crimes, Trends and Infrastructure Protection

John H. Wood, Special Agent, FBI Cyber Squad

Christopher Thompson, Special Agent, FBI Cyber Squad

3:00pm – 4:00pm, Security Theater

The Austin Chapter of Infragard and the FBI will provide insight into both local and national cyber crimes. What should you be aware of and what are the steps to consider if an attack is made on your company.

Infragard Member Alliance Meeting

4:00pm – 5:00pm, Room 12A

After John Wood's Cyber Crimes presentation, meet with Central Texas security professionals. InfraGard is an information sharing and analysis effort serving the interests and combining the knowledge base of a wide range of members. At its most basic level, InfraGard is a partnership between the FBI and the private sector. InfraGard is an association of businesses, academic institutions, state

and local law enforcement agencies, and other participants dedicated to sharing information and intelligence to prevent hostile acts against the United States.

IT Executive of the Year Awards and Reception

Keynote Speaker – Jay Gardner, CIO, BMC Software

4:30pm – 6:00pm, Room 19A

Come network and mingle while the 7th Annual IT Executive of the Year Award is presented Austin's top business and technology professionals. This event is hosted by the AITP – Austin Chapter.

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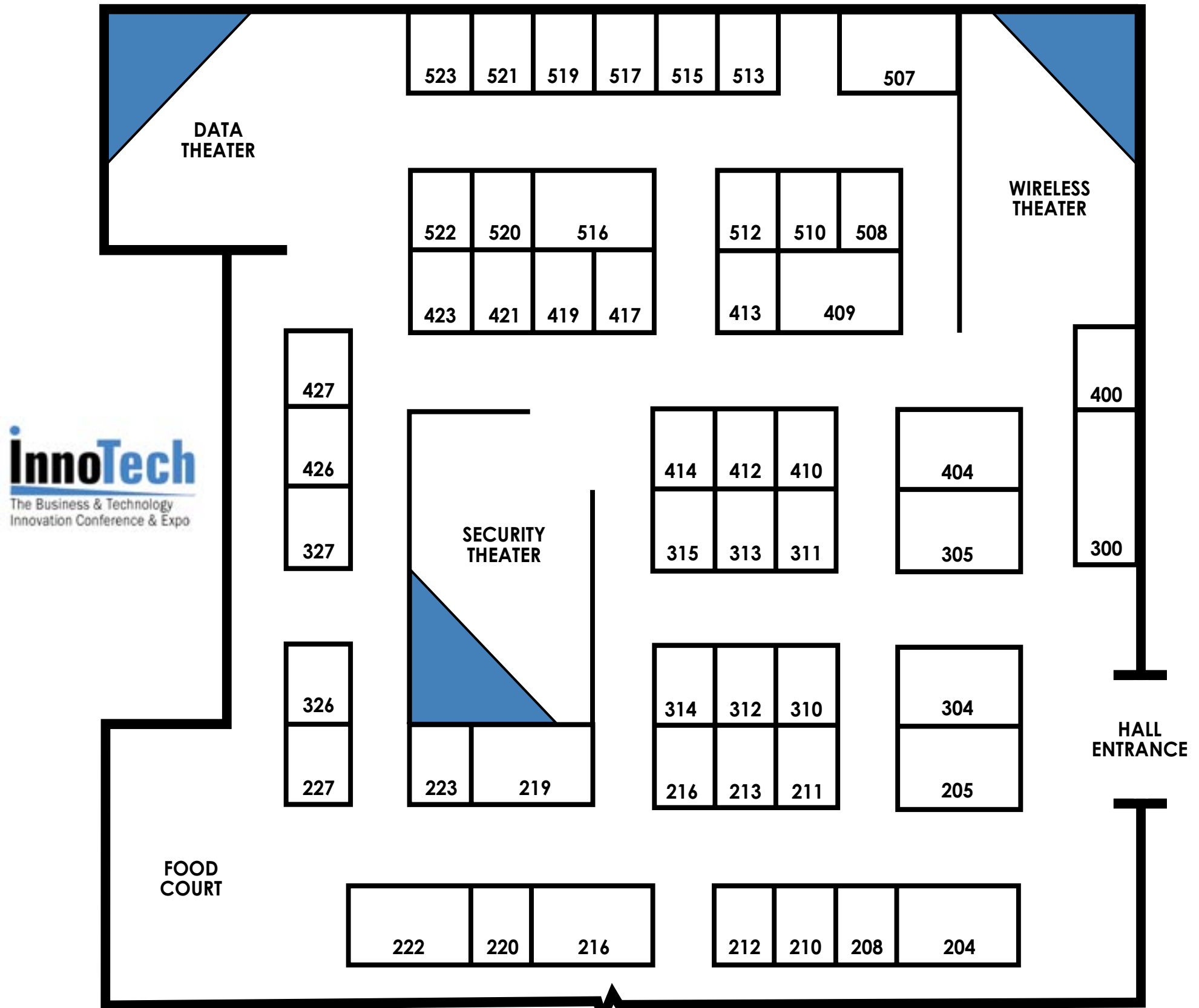


AUSTIN CONVENTION CENTER BALLROOM D

WEDNESDAY, NOVEMBER 3RD, 2004

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CONFERENCES 8:30AM - 4:00PM



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Austin Business Journal	210	Pacific Edge Software	227
Austin Linux Group	220	Overland Storage	507
Austin Wireless City	517	Print Depot	519
Austin Wireless Group	515	Riata Technologies	205
AVNET	314	Road Runner Business Class	305
BSG Source, Inc.	521	Safesite, Inc.	427
BMC Software	512	Sprint	410
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Computer Associates	219	Triangle Technologies	213
Core NAP, L.P.	315	University of Texas at Austin	212
Crystal Communications, Inc.	412	VeriLAN	421
Denitech	223	Veritas	311
Documentum	523	Verizon Wireless	215
EMC	523	Wright Business Technologies, Inc.	327
F5 Networks	414	Xiotech	419
H.C.E., Inc.	522		
Infragard Capital of Texas Member Alliance	520		

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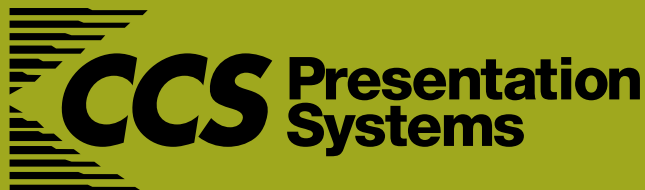
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