

INTEROP[®]

September, 28-30, 2011,
Mumbai

INTEROP Mumbai - the key event for the global business technology community concluded with great success enabling IT decision-makers, who are trying to figure out what's what in enterprise IT. Produced by UBM India in association with UBM TechWeb, Interop Mumbai has been recognized as a flagship event defining the future of IT in the enterprise space.

In its 3rd edition, INTEROP Mumbai's objective was to define the needs of global technology buyers through in-depth educational programs, a solution-rich exhibit floor, and by showcasing live technology demonstrations from leading vendors. The top IT priorities where the attendees were interested are - IT security, virtualization, wireless and mobility, storage, Cloud applications and services and networking.

The three-day Interop Mumbai 2011 exhibition & conference witnessed active representation from the IT enterprise and channel fraternity (including keynotes, session chairs, track speakers, moderators, panelists and workshop presenters) – the event presented each attendee with a unique opportunity to interact face-to-face with industry experts and global thought leaders.

Some of the key highlights for INTEROP 2011 are as follows:

- 4175 unique visitors and delegates, **(an increase of 11% vs. 2010 attendance)**.
- 210 Online viewers of Keynotes and Awards Ceremonies
- 6 Keynotes
- 2 interactive workshops
- 3 Awards ceremonies – The Future Strategist Awards, InformationWeek CIO Awards & Edge Awards
- 30 Technology Sessions
- 65 Session speakers and panelists
- 71 Exhibitors and Sponsors
- Dedicated Cloud Zone

The inauguration function of Interop Mumbai 2011 was attended by Key dignitaries - Mr. Sanjeev Khaira - Managing Director, UBM India, Mr. Lenny Heymann – Executive Vice President and Group General Manager, UBMTechWeb Events, Mr. Rob Preston - VP & Editor in Chief, Informationweek, Mr Sandeep Nair , President, MAIT ,Mr. Mahesh Menon – Member , SNIA, Mr. Pankaj Jain, Project Director- INTEROP Mumbai, UBM India

There was keynote address from leading vendors that included industry veterans such as **Mike McCarthy** Vice President of Cloud Computing, IBM, **Mike Nielsen**, Director of Vertical and Solution Marketing, HP Networking, **John McCool**, Sr. Vice President and General Manager, Core Technology Group, Cisco, **Ram Appalaraju**, VP - Technology and Product Marketing, Enterasys Networks (A Siemens Enterprise Communications Company), **Anand Shankaran**, Sr. Vice President & Business Head, Wipro Infotech, **Satyen Vyas**, Director - Medium Business, CSMB, Dell India.

Conference:

The conference portion of the event included tracks with in-depth and extensive coverage on Cloud Computing; Wireless and Mobility; Virtualization; Enterprise 2.0; Data Center; Service Delivery; Networking; Storage; Social Media; Enterprise Security.

This year the CONFERENCE had four tracks. Within the tracks there were 3 panel discussions (plenary) and 30+ technical sessions (including 2 interactive workshops) and 65 Session speakers & panelists. Interop remains one of the top IT conferences to see firsthand what vendors are offering and stay on top of IT industry trends along with plenty of opportunities to interact with media and analysts covering this space.

Exhibition:

As for the exhibition hall, there were 71 exhibitors on the show floor, with all the major market players represented, including Cisco, Dell, HP, IBM, Siemens Enterprise Communications, Digisol, EMC, Riverbed, Wipro, Druva, Huawei-Symantec, Polycom, Emulex, Hexagrid, Intellicon, L & T Infotech, Ncomputing, Stellar, Network Hardware Resale, HP- Storage Division, Lenovo, D-link, Samsung.

An intriguing part of the exhibition floor this year was the Cloud Zone, which demonstrated companies like Trend Micro, L & T Infotech, Hexagrid Computing, Vaultize, Sankhya Technologies and Datanet Systems.

Interop continues to attract media and analysts covering issues and technology surrounding IT, There were 5-6 announcements made this year in form of product launches and new solutions.

Awards:

A major highlight at INTEROP 2011 was the three AWARD ceremonies --- Future Strategist, EDGE and Global CIO --- that occurred on the evenings of 28th and 29th September. EDGE awards were also distributed on 30th September, since only the Diamond and Silver category EDGE awards were distributed on 29th September. The award ceremonies were a big draw for CIOs, CTOs, IT Heads and other C-level executives, with some bringing their teams to the award ceremonies.

Interop Mumbai 2011 was supported by the leading industry association such as CSI-CIO Club, CIO Klub, ISPAI, ISODA, MAIT, OSPAI, SNIA and Wi-Fi Alliance. Interop Mumbai 2011 was also supported by media partners such as CRN, EFY Group, Business Vibes, Information Week, Bank Technology & Systems, and Channel Times, CXO Today, Light Reading India, Technology Review –India Edition.

Interop Mumbai is well accepted by the IT industry as an opportunity to address the enterprise and channel community in one platform. The industry support coupled with their initiatives has made INTEROP Mumbai a place to learn, excel and exceed potential business opportunities. Truly, Interop Mumbai is now India's definitive enterprise business technology event. We look forward to the industry's support for the following editions.

For more information, please visit www.interop.in

Next up: Virtual Interop, December 7-8, 2011; INTEROP Mumbai, 10-12 October, 2012