

# METRODATA SOLUTION DAY 2010

Shangri-La Hotel Jakarta | 21 October 2010



MSD 2010 offers  
Innovative Ideas and World Class Business Technology Solutions

INVITATION



The global economy now is in transition: from recession to recovery, from efficiency to productivity. In an increasingly uncertain world, what are today's necessities to strengthen positions against competitors? In the past global studies, coping with change was the most pressing challenge. In 2010, a new primary challenge was identified: complexity. We operate in a world that is increasingly volatile, uncertain and complex. Many shared the view that incremental changes are no longer sufficient.

Network providers must address the key challenge of being both efficient, low-cost bit transport providers and innovative, value-added service providers. Web 2.0 technologies and the maturing Internet are changing web business dynamics. Application and content providers are taking advantage of new technologies to address end-user demand for high-bandwidth, delay-sensitive products and services, such as video streaming and multimedia information sharing. In such context, Network providers need one side to continuously scale their network bandwidth cost effectively and instrument their network with built-in service and application awareness, quality of service and traffic optimization, while on the other side to diversify and increase their revenues tapping into the lucrative value-added applications market and differentiate themselves around end-user Quality of Experience.

The CEOs are totally convinced of the importance of Information Communication Technology(ICT)'s role. ICT is now seen as the key enabler to business goals and missions. Over time Chief Information Officers/Chief Technology Officer (CIOs/CTOs) role is less about technology and more about strategy. Business is more and more reliant on the data for decision making. One constant will be the rising value of timely and informed decisions.

CIOs/CTOs worldwide now are being challenged as never before. CIOs/CTOs are being counted on to drive change, innovation and efficiency to help build a smarter enterprise. Business expectations and CIO/CTO strategies will focus on business process improvement, cost reduction and analytics. Savvy CIOs/CTOs will prioritize these expectations while be preparing for future success based on innovation, competitive advantage and customer growth. CIOs/CTOs must keep IT/Network operations highly responsive, resilient, efficient and secure.

As part of our continuing commitment to service ICT users, METRODATA conducts the 7th annual event where we display our capabilities to support the implementation of ICT solutions in teamwork with our partners. Attend our solutions' presentations directly from the experts and visit world wide brands' exhibition booths. A broad range of informative presentations, demo and technical discussions. Expert keynote presentations. Sharing experiences with the solutions driving business success. We provide them all for you at METRODATA SOLUTION DAY 2010. Leverage over 35 years of METRODATA experiences, combine with the best technologies available from our world wide partners. Discover how your organization can become more competitive and innovative through latest business solutions.

**Come early and get special gifts for the first 300 registrants !**

<b>EVENT</b>	<b>METRODATA SOLUTIONS DAY 2010</b>
<b>DATE</b>	21 October 2010
<b>TIME</b>	07.30 - 17.00
<b>VENUE</b>	Shangri-La Hotel Jakarta
<b>ADDRESS</b>	Kota BNI, Jl. Jend. Sudirman Kav.1, Jakarta Pusat, 10220
<b>ROOM</b>	Ballroom A, Ballroom B, Medan Room, Denpasar Room, Padang Room, Kalimantan Room, Maluku Room, Sumatra Room, Java Room, Sulawesi Room

## AGENDA

<b>07.30 – 08.30</b>	<b>Registration &amp; Morning Refreshment</b>
<b>08.30 – 08.45</b>	<b>Opening Procession</b>
<b>08.45 – 09.00</b>	<b>Welcome Speech</b> Susanto Djaja - President Director, PT Metrodata Electronics, Tbk.
<b>09.00 – 09.20</b>	<b>Truly, Symantec is Everywhere</b> Henry Kristianto, Commercial Director, Symantec
<b>09.20 – 09.40</b>	<b>Microsoft Platform and your Journey to the Cloud</b> Adrian Anwar, Microsoft Indonesia
<b>09.40 – 10.00</b>	<b>INNOVATION Hardware and Software, Engineered to Work Together</b> Uday Mathkar, Country Managing Director, Oracle Indonesia
<b>10.00 – 10.20</b>	<b>The Relevance of SAP 2010 Strategy to Growing Companies</b> Singgih Wandojo, Operations Director, SAP Indonesia
<b>10.20 – 10.35</b>	<b>Intermezzo</b>
<b>10.35 – 10.50</b>	<b>Business and Network Transformation: Efficiency and New Revenue Stream</b> Frederic Chapelard, President Director, Alcatel-Lucent Indonesia
<b>10.50 – 11.10</b>	<b>The Journey to Private Cloud: Transforming Information Technology to Deliver IT as a Service</b> Deddy Iswara, Systems Consultant, VMware
<b>11.10 – 11.30</b>	<b>Future of Video: The new Collaboration Experience</b> Chandra Herawan, Product Sales Specialist Collaboration, Cisco Systems Indonesia
<b>11.30 – 11.50</b>	<b>HP Converged Infrastructure as Cloud Services</b> Robert Suryakusuma, ESSN Director, HP Indonesia
<b>11.50 – 12.00</b>	<b>Door Prizes</b>
<b>12.00 – 13.00</b>	<b>LUNCH</b>

## TRACK SESSIONS

TIME	Financial Services	Communication & Media	CRM & BPM	ERP	BI & Data Protection	
	MEDAN ROOM	DENPASAR ROOM	PADANG ROOM	KALIMANTAN ROOM	MALUKU ROOM	
13.00 – 13.40	<b>Securing &amp; Managing Critical Information Through Good Corporate Governance &amp; Information Management Strategies</b> Henry Kristianto, Commercial Director, Symantec	<b>Monetize Your VAS Asset</b> Kheng Heang Tan, Application Sales Director, Alcatel-Lucent	<b>How Microsoft Dynamics CRM delivers exceptional value (NOT just ordinary CRM Solution)? Find out Here!</b> Dicky Basya, CRM Technical Advisor, Microsoft Indonesia	<b>Introduction of our Mining Best Practices Solution</b> Jeffry Leksmana Widya, Managing Consultant, Metrodata	<b>Oracle Exadata V2 Extreme Performance Simplified Deployment</b> Subhash Guddad, Exadata & Appliance Solution Consulting Director, Oracle Corp.	
13.40 – 14.20	<b>Postillion S1 Payment Solutions for Banks – Winning e-Channel Business Competition</b> Budi Setiono, FSI Solution Director, Metrodata		<b>Transforming Wireless Data Network Management</b> Fryandi Ramada, Marketing & Technical Business Development Manager, Alcatel-Lucent	<b>BPM &amp; ERP - Leverage Your Way to Increased Efficiencies</b> Ake Ngarmcroh, Regional Business Development Manager (ASEAN), K2	<b>5th Generation Enterprise X-Architecture: New thinking for the next generation of x86 systems</b> Johan Kuntjoro, Prod. Manager System x, IBM Indonesia	<b>Check Point ABRA - Put Your Office in Your Pocket</b> Dhany Kurniawan, Channel Manager Indonesia, Check Point Software Technologies
14.20 – 15.00	<b>Software Solution on "Request" for Financial Services Industry</b> Shameek Goel, VP and Head for Services Sales (SEA), Nucleus Software			<b>Oracle CRM On-Demand and Oracle Applications Strategy</b> Brenda Ng, Principal Sales Consulting, Oracle Corp.	<b>SAP Business One 8.8 Version : The New Era of ERP Software for SMEs and fit into your businesses</b> Willy Ariza, SBO Business Consultant, Metrodata	<b>HP Backup Recovery Trends Technology and HP Data Protector Solution</b> Depi Susila, Information Management Solution Architect, HP Indonesia
15.00 – 15.20	COFFEE BREAK & EXHIBITON					
15.20 – 16.00	<b>Better Compliance &amp; Risk Management through "Strength of Integration"</b> Ronald de Guzman, Sales Engineering Manager, RSA	<b>High Leverage Network</b> Willy Sabry, Marketing & Technical Business Development Senior Manager, Alcatel-Lucent	<b>Introducing Oracle BPM Suite 11g</b> Doddy Sebastianus, Senior Sales Consultant, Oracle Indonesia	<b>All you need to know about Double-Take Technology</b> Raymond Goh, Regional Sales Director, Double Take	<b>SAP Business Objects Solution : Unleashing the Power of Information using Business Intelligence Solution</b> Bernardy Suhendra, BI Solution Architects, Metrodata	
16.00 – 16.40	<b>Efficiency and Optimization Workloads on IBM Smarter System</b> Rekiardi Soenario, Storage Platform Leader, IBM Indonesia		<b>Driving Benefits through Business Process Optimization</b> Yang Ziyi, Business Development Manager (ASEAN), K2	<b>Enterprise File Transfer to Automate File LifeCycle Management &amp; Improve Corporate Compliance</b> Nikhil Jhingan, Chief Technology Officer & Co-Founder Accellion	<b>Build your BI Solution in less than 1 month. Possible? Find Out How!</b> Eddy Susanto, DB and BI Solution Consultant, Microsoft Indonesia	
16.40 – 17.00	EXHIBITION					

TIME	IT Infrastructure 1	Security	IT Infrastructure 2	Cloud Computing & Virtualization	Business Service Management
	BALLROOM A	BALLROOM B	SUMATRA ROOM	JAVA ROOM	SULAWESI ROOM
13.00 – 13.40	<b>Cisco Unified Computing Systems: Unify, Simplify &amp; Amplify</b> Prastowo Yuliarso, Systems Engineer, Cisco Systems Indonesia	<b>Business-driven Security: Managing Today's Risk While Pursuing Benefits from Emerging Technologies</b> Sukhdev Singh, IBM Internet Security Systems ASEAN	<b>HP BladeSystem Matrix</b> Alexander Nicolas Siburian, ISS Product Manager, HP Indonesia	<b>Laying the Foundation for IT as a Service</b> Deddy Iswara, Systems Consultant, VMware	<b>Are You Ready for ITIL version 3?</b> Dede Mulyana, Consulting Services Manager, Metrodata
13.40 – 14.20	<b>Replace your PABX with Microsoft to Newest Communication Solution</b> Agus Rahman, Senior Consultant, Microsoft Indonesia	<b>Creating an Effective Security Operations Function</b> Hendry Wirawijaya, Technology Consultant, RSA Indonesia	<b>...share your risk with us</b> Andi Wicaksono, Managed Services Bid Manager, Metrodata	<b>Reaching for the Cloud: Best practices and case studies</b> Brian Daley, Director Service Automation, BMC Software	<b>High Performance Remote Systems &amp; Security Management Solution</b> Francis Ong, IBM Tivoli ASEAN
14.20 – 15.00	<b>Welcome to the Future, Cisco TelePresence for Everyone, Everywhere</b> Luthfiana Hidayat, Tandberg Video Solution Specialist, Cisco Systems Indonesia	<b>Smarter Security + Stronger Protection = Secure Your Business</b> Yulianus Landung, Enterprise Manager, Symantec	<b>Disaster Recovery Plan</b> Dede Mulyana, Consulting Services Manager, Metrodata	<b>JBoss Open Choice: The Future of Enterprise Java</b> Rusmanto Wiradinata, ASEAN JBoss Solutions Architect, Red Hat Asia Pacific Pte Ltd	<b>Automate, Simplify &amp; Control Your Desktop Environment with View Desktop as a Managed Services</b> Edwin Lim, Regional Director, ASEAN, Avnet Technology Solutions
15.00 – 15.20	COFFEE BREAK & EXHIBITON				
15.20 – 16.00	<b>Security for the Next Decade</b> Andrew Namboka, APAC Regional SE Manager, Check Point Software Technologies	<b>Keeping your computers and data protected</b> Sophos Team	<b>Office Printing Solution</b> Charles J Simanjuntak, IPG Commercial Account Manager, HP Indonesia	<b>Citrix enable Virtualized Your Workforce to Cut Costs and Accelerate Productivity</b> Djuniaro Lukman, Business Development Manager Citrix	<b>What's new in Remedy ITSM</b> Iman Nurdin, Solution Architect Manager, Metrodata
16.00 – 16.40	<b>Smart Investment Smart Business. Introducing: ION Servio X Series</b> Shendy Abraham, ION General Manager, Metrodata	<b>Cisco Security Solution: Acceptable Usage Policy</b> Herman Widodo, Systems Engineer, Cisco Systems Indonesia	<b>HP PSG Smart Office Solution</b> HP Indonesia	<b>Virtualization Security - The Private Cloud with vShield Zones &amp; Vmsafe</b> Deddy Iswara, Systems Consultant, VMware	<b>Managing Your Infrastructure with Symantec</b> Martin Ruslan, Technical Consultant, Symantec
16.40 – 17.00	EXHIBITION				

Note: Please bring your business card. See the updated information in our website: [www.metrodata.co.id](http://www.metrodata.co.id)

NAME			
DISIGNATION			
COMPANY			
ADDRESS			
PHONE	MOBILE	FAX	

For registration, please reply and fill in the registration form above completely or fax it to :

**Q Integrated Communication (QIC)** at **(021) 514 02441** or send e-mail to [metrodata\\_event@qimc.biz](mailto:metrodata_event@qimc.biz)

with your Name, Designation, Company, Address, Office Number, Fax Number and Cell phone Number.

For further information about this event, please call **QIC** at **(021) 514 02440**

**Supported by**

**PLATINUM Sponsors :**

Alcatel-Lucent, CISCO, hp, Microsoft, ORACLE, SAP, symantec, vmware, ion

**GOLD Sponsors :**

bmcsoftware, Check Point, HAR-ISMA, IBM, K2, RSA, SERAPHIM

**EXHIBITION Sponsors :**

EGUARDIAN, EPSON, HITACHI, lenovo

**MEDIA Partners :**

Bisnis Indonesia, 99.1 DELTA FM, pgsfm