



# VMWORLD 2012

TECHNOLOGY EXCHANGE (TEX) TRACK

AUG 27 – AUG 30

PRE CONFERENCE TRAINING

AUG 22 - AUG 26

WELCOME EXHIBIT - AUG 26

EVENT GUIDANCE CALENDAR

FOR

TECHNOLOGY ALLIANCE PROGRAM (TAP)

MEMBERS

## GENERAL INFORMATION



### Pre-Conference Training and Exams - Aug 22 to Aug 26

VMware is delivering our most popular courses right in the heart of San Francisco at the Westin, St. Francis, on Union Square - [Directions](#). All courses that week come with exclusive benefits and all courses are open to the public, VMworld attendees and partners - [Registration Details](#).

Date	Time	Details
Aug 22-26	9:00 AM - 5:00 PM	VMware vSphere: Optimize & Scale 5
Aug 22-26	8:00 AM - 6:00 PM	VMware sphere: Fast Track 5 (extended hours)
Aug 23-26	9:00 AM - 6:00 PM	VMware vCloud Director: Deploy and Manage 1.5
Aug 24-26	9:00 AM - 5:00 PM	VMware vSphere: Design Workshop 5
Aug 25-26	9:00 AM - 5:00 PM	VMware vSphere: What's New 5
Aug 25-26	9:00 AM - 5:00 PM	VMware vCenter Site Recovery Manager: Install, Configure, Manage 5
Aug 25-26	9:00 AM - 5:00 PM	VMware vCenter Operations Manager: Analyze and Predict
Aug 25-26	9:00 AM - 5:00 PM	VMware View: Design Best Practices
Aug 25-26	9:00 AM - 6:00 PM	VMware vCloud - Design Best Practices 1.5

### Partner Lounge @ VMworld 8/27 - 8/30

Event	Time	Details
Partner Lounge	7:30 AM to 8:00 PM	Area for partners to hold meetings, become updated on new partner initiatives, relax, recharge and network.
Moscone West - <a href="#">Third Floor Atrium</a>		Sign up for a deep dive with Ecosystem Engineering; Meet Product Management regarding integrations, certifications. <a href="#">Sign up now</a> .
		Make your own <a href="#">VMworld Video for FREE</a> .

### VMware Booth 8/26 - 8/30

Event	Time	Details
VMware Partner Marketplace Aug 27-28	10:30 AM - 6:30 PM	Discover the Virtualization Partner Ecosystem; Engage in Cloud Infrastructure Collaborations; Find VMware Ready Products; Leverage the Power of VMware.
VMware Partner Marketplace Aug 29	10:00 AM - 5:00 PM	View <a href="#">VMware Solution Exchange</a> demo.
		Also view Infrastructure, Cloud Application Platform, Operations and End User Computing demos

## DAILY SCHEDULE



### Saturday August 25, 2012

Register on Saturday if you arrive earlier for any training courses or labs.

Event	Time	Details
Registration Opens	1:00 PM - 5:00 PM	Moscone North Lobby - <a href="#">Directions</a> , <a href="#">Floor Plan</a>
Badge Pick up Only	1:00 PM - 5:00 PM	Moscone South Lobby - <a href="#">Floor Plan</a>

### Sunday August 26, 2012

Make best use of your time on Sunday - visit the hands on lab in Moscone West before heading for the Welcome Reception in Moscone South.


Event	Time	Details
Registration Hours	11:00 AM - 8:00 PM	Moscone North Lobby - <a href="#">Directions</a> , <a href="#">Floor Plan</a>
Badge Pick up Only	11:00 AM - 8:00 PM	Moscone South Lobby - <a href="#">Floor Plan</a>
Hand On Lab	11:00 AM - 8:00 PM	Moscone West <a href="#">Level 1</a> - 800 Howard St, at the corner of Fourth & Howard streets, San Francisco, CA 94103 - <a href="#">Directions</a>  - Geographically distributed Public Cloud model - Showcase of VMware SaaS technologies - Labs as a Service (Laas ) - HOL room split: - 50% = 240 VMware provided user access points - 50% = 240 Bring Your Own Device (BYOD) model
Welcome Reception	4:00 PM - 7:00 PM	Moscone South - <a href="#">Directions</a>








## Monday August 27, 2012 - Desktop Virtualization Sessions - TEX Track

Listen to Paul Maritz and head for the **End User Computing Roadmap** and other EUC sessions in the TEX track.

Event	Time	Details
<b>Breakfast</b> 	7:00 - 8:30	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a>
<b>General Session</b> Moscone North - <a href="#">Directions</a>	8:30 - 10:00	Join Paul Maritz as he shares how VMware is helping customers and partners thrive in the Cloud era. Also, Steve Herrod will discuss and demo technology at the heart of the software defined datacenter.
<b>Labs</b>	7:00 AM - 7:00 PM	<a href="#">Moscone West, Level 1</a> (ground floor)
<b>Partner Lounge</b> - Moscone West - <a href="#">Third Floor Atrium</a>	10:30 - 12:30 2:00 - 4:00	Update your Marketplace product listing and sign up for meetings on 28, 29 with EE and PMs.
<b>Technology Exchange Track</b> <a href="#">Schedule Builder</a>		<b>Moscone South – <a href="#">Esplanade Room 309 (Level 3)</a></b>
<b>TEX1937</b> - EUC & Horizon Roadmap <a href="#">Video</a> 	10:30 - 12:30	Exclusively for TAP members – this session is on your schedule already
<b>Lunch</b>	11:30 - 2:00	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a>
<b>TEX1642</b> - Virtual 3D Graphics and View: Performance and Certification Programs - <a href="#">Video</a>	1:00 - 2:00	New market opportunities for partners and the certification initiatives being developed by VMware Alliances and EcoSystem engineering teams
<b>TEX3000</b> - Package, Integrate & Deploy your products with VMware's emerging cloud application provisioning & management products: Panel session for ISVs, TAP members and SIs.	1:00 - 2:00	Customers want to have integrated cloud ready application running for their private and public clouds. In this session you will learn how technology partners and system integrators can take advantage of new services, APIs and integration programs.
<b>TEX2729</b> - VMware EUC Vision and GTM for 2012 - <a href="#">Video</a>	2:30 – 3:30	VMware's vision to transform desktop computing as we know it today - and how you play a key role
<b>TEX2183</b> - Highly Available, Elastic and Multi-tenant Hadoop on vSphere	2:30 – 3:30	Learn about Project Serengeti, a new open-source project from VMware which simplifies provisioning & managing Hadoop on a virtualized infrastructure.
<b>TEX2575</b> - Utilizing ThinApp Factory for Application and Desktop Virtualization Offerings - <a href="#">Video</a>	4:00 - 5:00	See the newly released VMware® ThinApp® Factory technology and understand the characteristics of application virtualization
<b>TEX1732</b> - Storage Optimization Features in VMware View - <a href="#">Video</a>	5:30 – 6:30	Detailed technical overview of the storage optimization
<b>CEO Roundtable - The Innovation Paradox</b>  You must log in to <a href="#">schedule</a>	4:00 - 5:00	Join this session to hear industry leaders discuss how cloud computing can enable IT departments to spur more innovation and once again become strategic assets to their businesses – and learn why with the cloud, IT and the business can gain more control if they can just let go. Hosted by VMware CEO Paul Maritz.
<b>Meet the Experts</b>	5:00 - 7:00	Meet the <b>VMware Experts at the Experts Lounge</b> in Moscone West, Level 2. This event is open to all registered attendees.



## Tuesday August 28, 2012 - Cloud Application Platform Sessions - TEX Track

Event	Time	Details
<b>Breakfast</b> 	7:00 - 8:30	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a>
<b>General Session</b>	8:30 - 10:00	Steve Herrod and VMware partners take the stage to demonstrate state of the art technology that is transforming IT and enabling the mobile workforce. Moscone North - <a href="#">Directions</a>
<b>Labs</b>	7:00 AM - 7:00 PM	<a href="#">Moscone West, Level 1</a> (ground floor)
<b>Partner Lounge</b> - Moscone West - <a href="#">Third Floor Atrium</a>	10:30 - 12:30 2:00 - 4:00	Sign up for Deep Dive with Ecosystem Engineering
<b>Technology Exchange Track</b> <a href="#">Schedule Builder</a>		<b>Moscone South – <a href="#">Esplanade Room 309 (Level 3)</a></b>
<b>TEX2198</b> - Cloud Application Platform Roadmap	10:30 - 12:30	Exclusively for TAP members – this session is on your schedule - vFabric upcoming features, future of Cloud Foundry, vFabric Application Director and Data Director.
<b>Lunch</b> 	11:30 - 2:00	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a>
<b>TEX1409</b> - Reference Architecture for CA Design using VMware's vFabric & Cloud Infrastructure Suite <a href="#">Video</a>	1:30 - 2:30	This session is designed for VMware's ISV partners who are supporting their applications in a traditional on-premise model today and considering a move toward new delivery models such as virtual appliances or cloud (private, public and/or hybrid).
<b>TEX2482</b> - Best Practices in Using the vCloud and vSphere SDKs  <a href="#">Video</a>	3:00 - 4:00	Learn about the new architecture that leverages the VMware Infrastructure, and is the basis for the application infrastructure in the cloud – get an understanding of VMware's thinking in the cloud application area and be able to execute it in their own business.
<b>TEX1278</b> - vSphere Web Client  <a href="#">Video</a>	4:30 - 6:00	The vCloud and vSphere SDKs provide the interfaces to programmatically manage VMware environments. This session explains the numerous possibilities for developing virtual infrastructure management solutions using the SDK. It also covers the most common pitfalls developers should avoid, and suggests alternatives to overcome certain limitations, including how to use multiple VMware APIs together. The SDK application designers and developers will benefit greatly from the discussion of various usage scenarios. This session prefers familiarity with the SDK.
<b>Hall Crawl</b> 	4 - 6	Drinks and Sancks!! Moscone South - <a href="#">Directions</a>





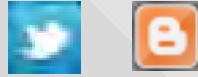
## Wednesday August 29, 2012 - Infrastructure & Networking Sessions - TEX Track

Event		Time	Details
Breakfast		7:00 - 8:30	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a>
Solutions Exchange		10:00 - 5:00	<a href="#">Moscone South, Level 1</a> (ground floor)
Labs		7:00am- 7:00pm	<a href="#">Moscone West, Level 1</a> (ground floor)
Partner Lounge - Moscone West - <a href="#">Third Floor Atrium</a>		10:30 - 12:30 2:00 - 4:00	Meet Product Managers and Ecosystem Engineering for product integrations and certifications
<b>Technology Exchange Track</b> <a href="#">Schedule Buidler</a>			<b>Moscone South – <a href="#">Esplanade Room 309 (Level 3)</a></b>
<a href="#">TEX2225</a> - Cloud Infrastructure Suite Roadmap - <a href="#">Video</a>		8:00 - 10:30	Exclusively for TAP members – this session is already on your schedule.
Lunch		11:30 - 2:00	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a>
<a href="#">TEX2855</a> - Deliver New Cloud Services with vCloud Director: Extending the vCloud API		11:00 - 12:00	Understand how the vCloud Director API Extensibility Framework can be used to integrate 3rd party offerings into the vCloud AP.
<a href="#">TEX3049</a> - PCI Compliance Architecture in a Private Cloud		11:00 - 12:00	This session will discuss the PCI compliance reference architecture for a private cloud, and how to host PCI-compliant applications in a private cloud environment.
<a href="#">TEX1700</a> - Providing Storage Intelligence to your Coud Computing Environment - <a href="#">Video</a>		12:30 - 1:30	Learn how Advance storage features of VMware vSphere® can make your datacenter an efficient and resilient private cloud.
<a href="#">TEX2679</a> - New and Better Tools for Developing and Testing ESXi Device Drivers		12:30 - 1:30	Understand VXLAN Offload support and optimizations. New tools: Dynamic Driver Verifier and Firmware Dump Framework.
<a href="#">TEX1899</a> - VMware vCloud Automated Networking Framework: Network Extensibility (NetX) - <a href="#">Video</a>		2:00 - 3:00	Understand different technology NetX integrations of the new VMware vCloud automated networking framework, and the ecosystem integration effort.
<a href="#">TEX2185</a> - vCenter Orchestrator Plug-in for Self-Scaling Data Center		2:00 - 3:00	How to provide an elastic service solution for cloud customers by enabling VCloud Director based self scaling data center through VCenter Orchestrator and 3rd Party vCenter Orchestrator plugins.
<a href="#">TEX2158</a> - Enabling Scalable Virtual Networks with VMware' VXLAN - Customer & Partner Scenarios - <a href="#">Video</a>		3:30 - 4:30	Understand deployment scenarios of VXLAN within and across data centers and hear about Broadcom usecase.
<a href="#">TEX1441</a> - VMware APIs/SDKs: Where to Go Next? - PANEL SESSION		3:30 - 5:00	Share insights and thoughts on the current SDKs/APIs, current development work both inside company and open source community.
VMworld Party		7:00 - 10:00	Moscone North - <a href="#">Directions</a> , <a href="#">Floor Plan</a>



## Thursday August 30, 2012

Event		Time	Details
Breakfast		7:00 - 8:30	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a> , <a href="#">Floor Plan</a>
Labs		7:00 - 3:00	Moscone West <a href="#">Level 1</a>
<b>Partner Lounge</b> - Moscone West - <a href="#">Third Floor Atrium</a>		10:00 - 12:00	Meet the TAP team
<b>General Session</b>		9:00 - 10:00	Watch three extraordinary researchers — Kevin Slavin, Co-Founder, Area/Code; Dr. Dennis Hong, Director, RoMeLa (Robotics and Mechanisms Lab), Georgia Tech University; and Chris Urmson, Lead, Self-Driving Car Project, Google — who are working at the frontier of machine technology.  Moscone North - <a href="#">Directions</a>
Lunch		11:30 - 2:00	Yerba Buena Gardens - Moscone North - <a href="#">Directions</a>
Breakout Sessions		10:30 - 3:00	No TEX sessions - but you can go to other tracks :)



VMware Technology Alliance  
Program (TAP) Team

Questions?  
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