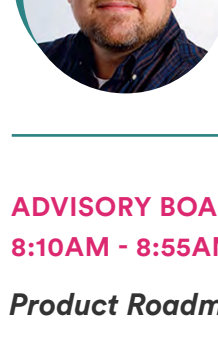


KEYNOTE

8:00AM - 8:55AM EDT

Take the Next Step in Your Cloud Management Maturity

Your cloud strategy is driven by the need for innovation and agility at scale. But as you progress along your cloud journey, many organizations run into challenges with increased complexity, staying ahead of security risks, and maintaining efficient operations. Hear how leading organizations are maturing their cloud financial management, operations, and security and compliance functions while minimizing complexity and risk. Learn about CloudHealth's cloud management maturity model that can help you drive and govern your cloud investments today and in the future, no matter where you are in your cloud journey.



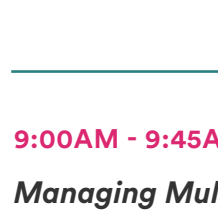
Joe Kinsella
CTO & Founder
CloudHealth
by vmware

ADVISORY BOARD SESSION | INVITE-ONLY

8:10AM - 8:55AM EDT

Product Roadmap

Advisory Board members are invited to attend this private session on the CloudHealth Product Roadmap. Attendees will hear key updates on upcoming features and product updates and be able to provide feedback to the product team. The session will close out with time for Q&A and group discussion.



Rachel Dines
Senior Director,
Product Marketing
CloudHealth
by vmware



Ennio Carboni
Director Products
CloudHealth
by vmware

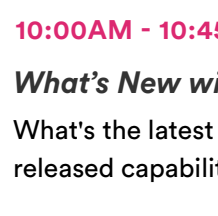


John McLoughlin
Director
Product Strategy
CloudHealth
by vmware

9:00AM - 9:45AM EDT

Managing Multicloud Costs at Randstad

This session will explore how one of the largest HR service providers in the world optimizes cloud cost across a massive global environment. Speaker Alexis Pellitteri will review how he and his team – with a scope that spans 25+ countries – effectively manage their multicloud infrastructure costs, with a focus on the following topics: creating a balanced scorecard that reflects key KPIs, strategies for providing visibility to internal customers across functional departments, as well as best practices for managing spend in AWS vs GCP.

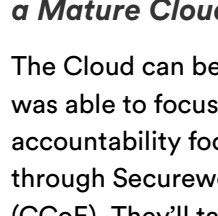


Alexis Pellitteri
Head of Cloud Optimization
randstad

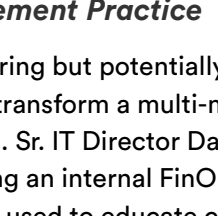
10:00AM - 10:45AM EDT

What's New with CloudHealth?

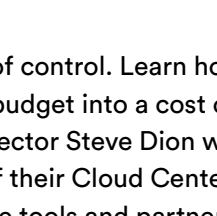
What's the latest and greatest in the CloudHealth Platform? In this session, we'll discuss and demo several recently released capabilities and answer all your top questions.



Rachel Dines
Senior Director,
Product Marketing
CloudHealth
by vmware



Ennio Carboni
Director Products
CloudHealth
by vmware

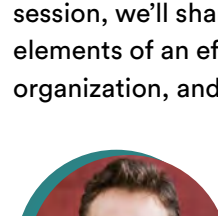


John McLoughlin
Director
Product Strategy
CloudHealth
by vmware

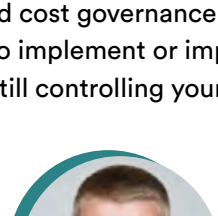
11:00AM - 11:45AM EDT

Transforming Culture – Secureworks' Journey to Building a Mature Cloud Financial Management Practice

The Cloud can be exciting and empowering but potentially expensive and out of control. Learn how Secureworks was able to focus on culture change to transform a multi-million dollar capital budget into a cost optimized and accountability focused operating model. Sr. IT Director Dave Bushell and IT Director Steve Dion will walk you through Secureworks' journey to creating an internal FinOps practice as part of their Cloud Center of Excellence (CCoE). They'll talk about the resources used to educate cloud organization, the tools and partnerships necessary to enable them for success, and real-world examples of savings and efficiency achieved. With a mature FinOps practice you can grow and transform your business by leveraging the public cloud – without breaking the bank!



Dave Bushell
IT Senior Director, Cloud
& Infrastructure Services
Secureworks



Steve Dion
IT Director, Cloud &
Infrastructure Services
Secureworks

11:00AM - 11:45AM EDT

Building an Effective Cloud Cost Governance Strategy

Onica's Cloud Optimizer team helps clients efficiently manage over \$500m of AWS cloud spend annually. In this session, we'll share our insights and best practices around cost governance in the Cloud. We'll discuss the key elements of an effective cost governance strategy, how to implement or improve cost governance across your organization, and how to avoid stifling innovation while still controlling your cloud costs.



Sean Anderson
Senior Cloud Business
Consultant
ONICA
a radispace company



Eric Driscoll
Cloud Business
Consultant
ONICA
a radispace company

12:00PM - 12:45PM EDT

Great Cloud Debate

Two industry luminaries will go head to head in a lively debate where divisive topics are thrown out and they must then create a convincing argument for or against the statement – regardless of their (or their employer's) actual opinion.



Stu Miniman
Senior Analyst
& Host of theCUBE
theCUBE



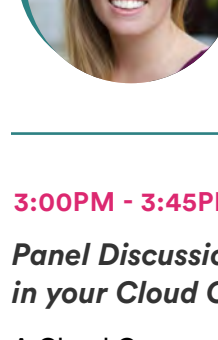
Corey Quinn
Cloud Economist
the duckbill group

KEYNOTE REPLAY

1:00PM - 1:45PM EDT

Take the Next Step in Your Cloud Management Maturity

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Joe Kinsella
CTO & Founder
CloudHealth
by vmware

2:00PM - 2:45PM EDT

The COVID Relief Fund: Cloud Financial Management in These Unprecedented Times

Operating in the cloud efficiently has always of great importance, however, in these uncertain times, we've seen a renewed effort in reducing our spend as much as possible in the cloud space, but this time, there's a new mission. In this session, we're going to go beyond the major optimization options normally discussed to shed some light on the often overlooked areas of financial management. It may seem like just nickels and dimes at first, but in these unprecedented times, they may very well make a big difference. Come join us for a brief presentation and open discussion to share your savings tips and tricks with your peers.

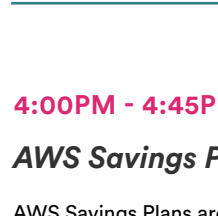


Amanda Gingras
Program Manager
MOODY'S

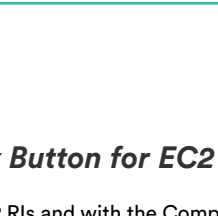
3:00PM - 3:45PM EDT

Panel Discussion: The Critical Role of Engineering in your Cloud Center of Excellence

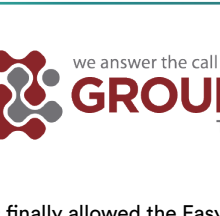
A Cloud Center of Excellence (CCoE) is only as good as the commitment and contributions of its members. This panel discussion will highlight the essential role that engineering and software development teams have within a CCoE. In addition to the inputs of operations, finance, and security teams, this panel will discuss the unique responsibilities that engineers and developers have in shaping cloud best practices that balance the need to deliver software fast and staying within tight IT budgets.



Riley Jenkins
Sr. SRE Architect
DOMO

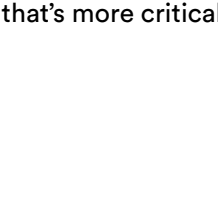


Brent Strong
Manager, Cloud
Engineering
CHANGE
HEALTHCARE



Nathan Peck
Senior Developer
Advocate
aws

MODERATOR:



Deb MacCallum
Vice President,
Engineering
CloudHealth
by vmware

4:00PM - 4:45PM EDT

Cloud Security in a DevOps World

How do you move away from a centralized model for job case and "shift left" on security, without sacrificing the team embodies a "develop quick, act fast" mentality through a collaborative effort between DevOps and engineering. From rightsizing environments, to autoscaling groups, and educating various teams across the company, Patrick Hetherton will discuss how Jobcase put guardrails in place to develop safe, secure applications as the company empowers America's workforce—a mission that's more critical than ever in a post-COVID reality.

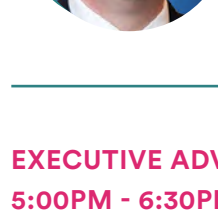


Patrick Hetherton
VP of TechOps
jobcase

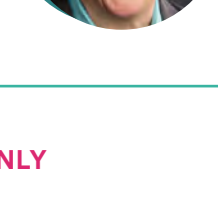
4:00PM - 4:45PM EDT

AWS Savings Plans – Finally, the Easy Button for EC2

AWS Savings Plans are a marked improvement over EC2 RIs and with the Compute Savings Plan, AWS has finally allowed the Easy Button for making commitments with far less risk and monitoring. That being said, you have to understand the nuances of Savings Plans, just like RIs. In this presentation, we will walk you through how Savings Plans work, how the savings are applied, how to leverage CloudHealth to purchase/track Savings Plans and show real-world savings achieved by our customers. By the end, you will be able to move forward with Savings Plan estimations and purchases with confidence.



John McGivern
Senior Director, Cloud
Billing & Optimization Services
GROUPWARE
TECHNOLOGY



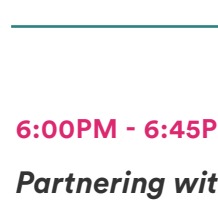
Parker Stevens
Cloud Systems Engineer
GROUPWARE
TECHNOLOGY

REPLAY

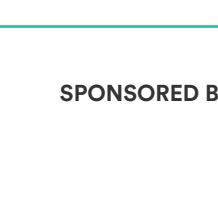
5:00PM - 5:45PM EDT

Great Cloud Debate

Two industry luminaries will go head to head in a lively debate where divisive topics are thrown out and they must then create a convincing argument for or against the statement – regardless of their (or their employer's) actual opinion.



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Senior Analyst
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theCUBE



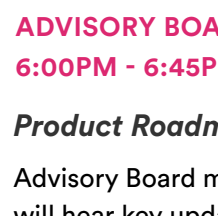
Corey Quinn
Cloud Economist
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EXECUTIVE ADVISORY BOARD SESSION | INVITE-ONLY

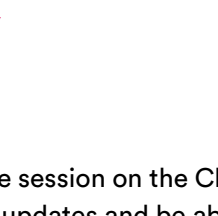
5:00PM - 6:30PM EDT

Leadership Discussion: Chargeback & Showback, Featuring Cisco & Deloitte

Upon special request by CloudHealth Executive Advisory Board members, CloudLIVE will include a private breakout session dedicated to chargeback and showback. To kick off, there will be a presentation by Cisco on the private company's multicloud chargeback strategy. Attendees will learn how Cisco manages a complex set of process for reservations, trues up costs, and automates across the business. Questions and participation are encouraged; the session will end with an extended period of open Q&A and group discussion.



Prakash Anand
Senior Director,
Product Operations
CISCO

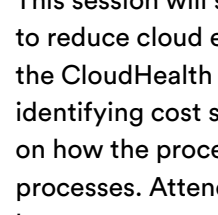


Meghan Dickerson
Cloud Strategy
Deloitte

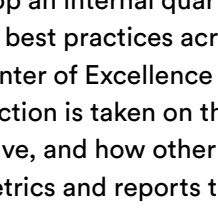
6:00PM - 6:45PM EDT

Partnering with Google on GCE Rightsizing

CloudHealth and Google have been working closely together to offer cost and performance optimizations for GCP. This session introduces two of the leading PMs on both projects, who will talk about the upcoming solutions for optimizing your cloud deployments. This session will cover detailed questions around rightsizing, what can be done, what to look out for, and how to motivate your teams to do it. The speakers will also share an inside look into the unique collaboration between Google and CHT and where this journey is headed.



Lucas Paratore
Senior Product Manager
CloudHealth
by vmware



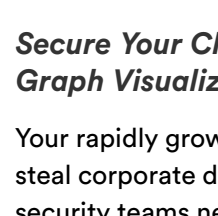
Dominik Richter
Product Manager
Google Cloud

ADVISORY BOARD SESSION REPLAY | INVITE-ONLY

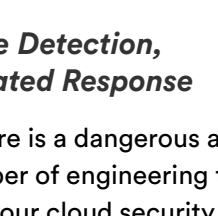
6:00PM - 6:45PM EDT

Product Roadmap

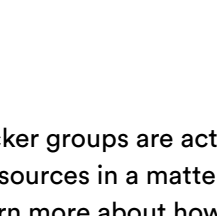
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Rachel Dines
Senior Director,
Product Marketing
CloudHealth
by vmware



Ennio Carboni
Director Products
CloudHealth
by vmware



John McLoughlin
Director
Product Strategy
CloudHealth
by vmware

7:00PM - 7:45PM EDT

Stop Wasting Money in the Cloud!

This session will showcase Robert Half's efforts to develop an internal quarterly business review (QBR) process to reduce cloud expenses and to apply cost optimization best practices across the enterprise. Expanding upon the CloudHealth QBR process, the Robert Half Cloud Center of Excellence has developed a repeatable process for identifying cost saving opportunities and ensuring that action is taken on them. This session will provide information on how the process was started, how it continues to evolve, and how other companies can develop their own processes. Attendees will also get insight into the metrics and reports that Robert Half is leveraging to lower costs across Robert Half's 200+ accounts.



James Fogerson
Senior Manager,
Cloud Center of Excellence
Robert Half

8:00PM - 8:45PM EDT

Secure Your Cloud With Real-Time Detection, Graph Visualizations, and Automated Response

Your rapidly growing cloud infrastructure is a dangerous attack vector that hacker groups are actively exploiting to steal corporate data. With a large number of your cloud security teams spinning up resources in a matter of minutes, your security teams need a clear picture of your cloud security risk in real-time. Learn more about how to gain deep context into your cloud using advanced graph visualizations and automate actions that can scale to misconfigurations across 1000s of cloud accounts and multiple cloud providers.

Bhanu Agarwal
Technical Product Manager
CloudHealth
by vmware

9:00AM - 9:50AM EDT

Tagging and Perspectives Best Practices

Design effective tagging strategies and learn best practices for building and maintaining CloudHealth Perspectives.

Shannon Jackson | CloudHealth Technical Trainer

10:00AM - 10:45AM EDT

Leveraging Containers in CloudHealth

Learn how to leverage CloudHealth's container features, including allocating costs through Perspectives, creating Cost Distribution rules, and analyzing your containerized infrastructure.

Michelle Fowler | CloudHealth Technical Trainer

11:00AM - 11:45AM EDT

Assessing Storage and Network Resources

Dive deep into storage and network resource utilization, including Volumes/Disks, S3/Blob, snapshots, load balancers, data transfer, and elastic IPs.

Shannon Jackson | CloudHealth Technical Trainer

12:00PM - 12:45PM EDT

Optimizing Cloud Costs in Today's Economic Climate

This session will cover best practices for reducing costs and establishing a cost optimization strategy.

Michelle Fowler | CloudHealth Technical Trainer

2:00PM - 2:45PM EDT

Exploring Cloud Asset Management

Discover various ways to use CloudHealth asset reports, such as identifying optimizations and security vulnerabilities.

Michelle Fowler & Maxwell Stringham | CloudHealth Technical Trainer

3:00PM - 3:45PM EDT

Analyzing Trends and Budgeting

Identify patterns in your spending and discover how to input budgets and compare them against actual spend.

Elly Grekin | CloudHealth Manager of Educational Services

4:00PM - 4:45PM EDT

Intro to Reports and Recommendations

Leverage the power of our InterActive reports when viewing and customizing cost allocation and usage reports. We'll also cover recommendations for security adherence against AWS best practices, opportunities to rightsize for cost savings, and analyzing your AWS reservation utilization.

Tracy Deleon | CloudHealth Technical Trainer

5:00PM - 5:45PM EDT

GCP Best Practices

Learn best practices for using CloudHealth to manage your GCP environment. Topics covered in this session include cost allocation, budgeting, rightsizing, and more.

Michelle Fowler | CloudHealth Technical Trainer

6:00PM - 6:45PM EDT

Managing Infrastructure with Policies

Set up Policies to alert you when certain conditions are met or even take automated action. You will learn to leverage policies and cloud automation to help manage your infrastructure.

Maxwell Stringham | CloudHealth Technical Trainer

7:00PM - 7:45PM EDT

Tagging and Perspectives Best Practices

Design effective tagging strategies and learn best practices for building and maintaining CloudHealth Perspectives.

Elly Grekin | CloudHealth Manager of Educational Services

8:00PM - 8:45PM EDT

Intro to Optimization and Governance

Leverage policies and cloud automation to help manage your infrastructure. This course will show you how to set up policies to alert you when certain conditions are met or even take automated action. We'll show you an action plan to optimize your infrastructure and reduce your costs.

Tracy Deleon | CloudHealth Technical Trainer
