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The screenshot shows the PBS website homepage. The header features the PBS logo and navigation links for About, Services, Presentations, Associates, Customers, Events, Jobs, and Contacts. Below the header, a large orange banner displays the event title: "[ITA] Aditinet, VMware e Palo Alto Networks - le nuove frontiere della sicurezza e virtualizzazione della rete - Roma, 6 Maggio, Eataly (Ostiense) - Milano, 7 Maggio, Grand Hotel Doria (Caiazzo)". The main content area contains the event details, logos for Aditinet, VMware, and Palo Alto Networks, and a sidebar with sections for "WHY THIS BLOG", "SEARCH", "SUBSCRIBE", and "TODAY'S TOP PAGES".

[ITA] Aditinet, VMware e Palo Alto Networks - le nuove frontiere della sicurezza e virtualizzazione della rete - Roma, 6 Maggio, Eataly (Ostiense) - Milano, 7 Maggio, Grand Hotel Doria (Caiazzo)

1 April 2015 | Events, From our Customers, Italian Language, Technology | No comments | Edit This

Aditinet, VMware e Palo Alto Networks – le nuove frontiere della sicurezza e virtualizzazione della rete

Abbiamo il piacere di invitarti ad un evento esclusivo in cui Aditinet, in collaborazione con VMware e Palo Alto Networks, presenterà la sua nuova strategia per la sicurezza e la virtualizzazione della rete.

Le attuali soluzioni di rete e di sicurezza sono complesse e creano una costosa barriera alla realizzazione della piena agilità del Software-Defined Data Center.

VMware NSX consente di risolvere le sfide dei data center, offrendo un modello operativo di rete nuovo che elimina le barriere delle reti attuali e consente ai data center di incrementare agilità ed efficienza. In modo analogo a una macchina virtuale per l'elaborazione, le reti virtuali sono gestite in modo indipendente rispetto all'hardware sottostante. VMware NSX riproduce l'intero modello della rete nel software, consentendo di creare e distribuire in pochi secondi qualsiasi tipologia di rete.

VMware e Palo Alto Networks hanno collaborato per fornire una soluzione unificata per i servizi di

**aditinet**  
1<sup>st</sup> CLASS IT

**vmware**

**paloalto**  
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■ WHY THIS BLOG

We are the IT-only, ready-to-run, measurable consultancy company. Our purpose is to add value to IT players by providing hands-on, no-risk, affordable, measurable support to their initiatives.

This blog is here to provide fresh info on market and technology trends. And on the great time we are having with our customers too!

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ITC andorl 2015 predictions: country

# L'agenda della mattinata

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Roma Milano

6 Maggio 2015 – Eataly piazzale 12 ottobre 1492 (Ostiense) 7 Maggio 2015 – Doria Grand Hotel Viale A. Doria 22 (Caiazzo/Stazione Centrale)

Agenda

10:00 Benvenuto e Registrazione

10:30 Networking e virtualizzazione: dove va il mercato (Primo Bonacina, Managing Partner, PBS – Primo Bonacina Services)

10:50 La strategia di Aditinet per il networking e la virtualizzazione (Paolo Marsella, CEO, Aditinet)

11:15 VMware NSX, la piattaforma di sicurezza e virtualizzazione della rete: Agilità e Operations, Sicurezza e Segmentazione (Paolo Capomasi, NSX Regional Lead, VMware)

12:00 Next-Generation Security per il Software-Defined Data Center (Stefania Iannelli, System Engineer, Palo Alto Networks)

12.45 Q&A

13.00 Buffet lunch



PBS, the IT-only, ready-to-run, measurable consultancy firm  
[www.primobonacina.com](http://www.primobonacina.com)

# Oggi parliamo di SDN. Oppure no?

The screenshot shows a web browser window with the URL <http://dupress.com/articles/tech-trends-2015-software-defined-everything-breaking-virtualizations-final-frontier>. The page is from the Deloitte University Press and features a large graphic with the text "Software-defined everything" and "Breaking virtualization's final frontier". The graphic includes icons of gears, binary code, and clouds. The browser toolbar at the top shows various tabs and icons.

Much of the operating environment can now be virtualized, automated, and orchestrated, positioning infrastructure as a competitive differentiator that can help fuel innovation.

**WRITTEN BY**  
Ranjit Bawa & Rick Clark

**PUBLISHED**  
January 29, 2015

# Perché proprio adesso?

http://www.iteuropa.com 90% of world's data created... X

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**90% OF WORLD'S DATA CREATED IN LAST TWO YEARS**

April 13, 2015



**EUROPEAN SOFTWARE & SOLUTIONS SUMMIT**

Today, the World Is Connected

Melissa Di Donato, head of European Channels & ISV Programs at Salesforce.com says that a connected environment would mean connected sales teams, digital sales aids and an integrated customer platform as part of the broader pattern. "The world has gone social with 2.3 billion social users, but companies are building their own social networks in the form of communities," and channels would need to adapt to this.

"Cloud offers us not just a different way of using technology, but a new way for customers to buy, customers look to us to offer a new way to buy. Internet of Things is a way of communicating and connecting; we are now in the era of billions of connected devices," she said at the European Software and Solutions Summit on March 25 in London.

"Salesforce CEO Marc Benioff gave us this quote not so long ago: 'The Internet of Things is ground zero for this new phase of global transformation, powered by technology innovation.' What this is going to do is generate significant change, economically to our society, and both the way we deliver and buy solutions."

There is a lot going on in big data: 90% of the world's data was created in the last two years, she says. By 2020 there will be ten times the current amount of mobile data, much of it unstructured. This needs to be found and used in business decisions.

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# «Perché proprio adesso?» Andiamo con la macchina del tempo nel 2012 ...



The screenshot shows a web browser window with the URL <http://www.themetisfiles.com> in the address bar. The page title is "The Future Of The Network Is Software Defined". The main content area features a large orange checkmark icon on the left. The text discusses attending the NetEvents EMEA Press and Analyst Summit and a debate session on Software Defined Networks (SDN) with panellists from Gartner, IDC, IBM, Dell, HP, Extreme Networks, Enterasys, and others. It defines SDN as separating the network router and switch data plane from the control plane, managed by software on a centralised server.

**theMETISfiles**  
*source to success*

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## The Future Of The Network Is Software Defined

Written by Pim Bilderbeek on 04/10/2012

Last week we attended the [NetEvents](#) EMEA Press and Analyst Summit. Part of the 2-day program was a debate session on [Software Defined Networks](#) (SDN) with panellists from Gartner, IDC, IBM, Dell, HP, Extreme Networks, Enterasys and yours truly. The debate centred on the question who is first to ride the SDN revolution, the Enterprise, the Cloud Data Centre, or the Service Provider (and where is it taking them)?

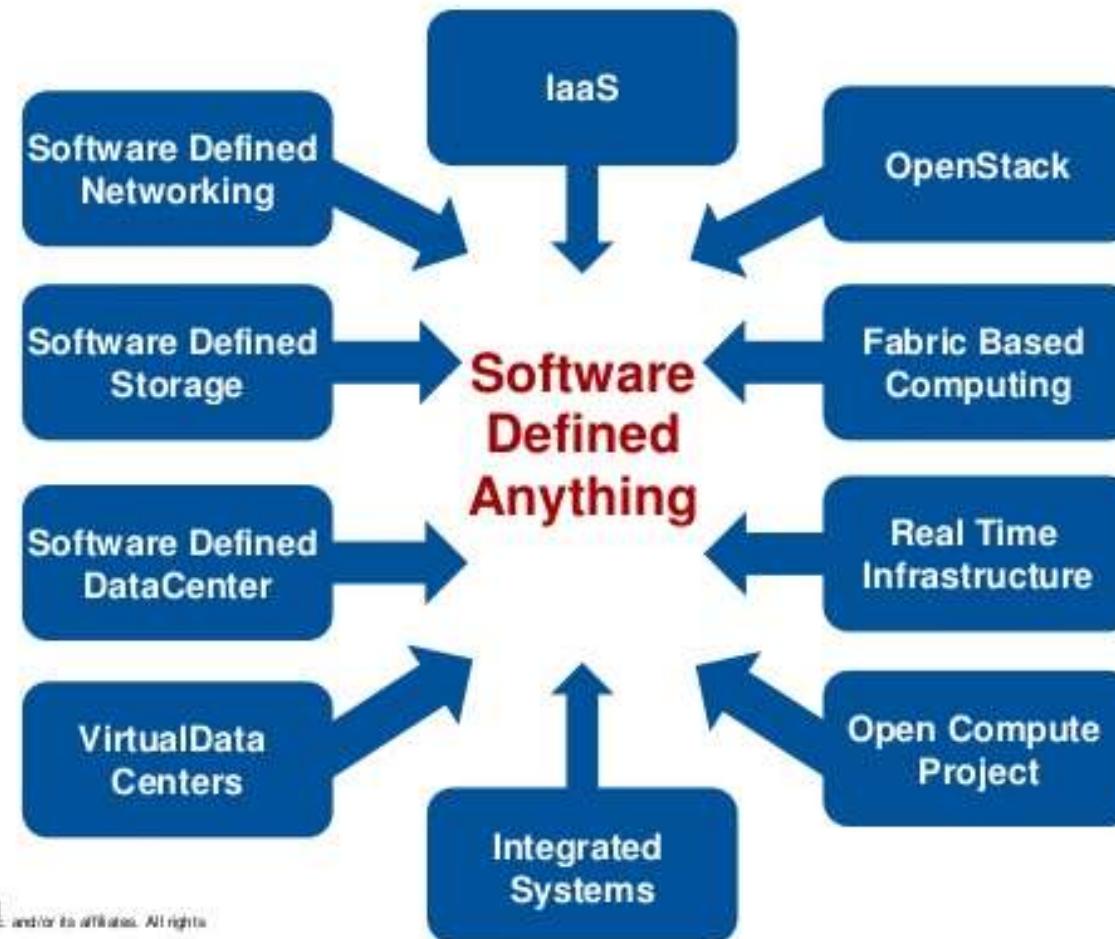
### What is SDN?

SDN is about separating the network router and switch data plane (hardware that does packet forwarding) from the control plane (logic that controls packet forwarding). In SDN the control path decisions are taken out of the switch and managed by software on a centralised server. In other words, SDN is about providing a programmable interface into the infrastructure to modify the network infrastructure behaviour and delegate the capability of modifying that to other IT systems. The

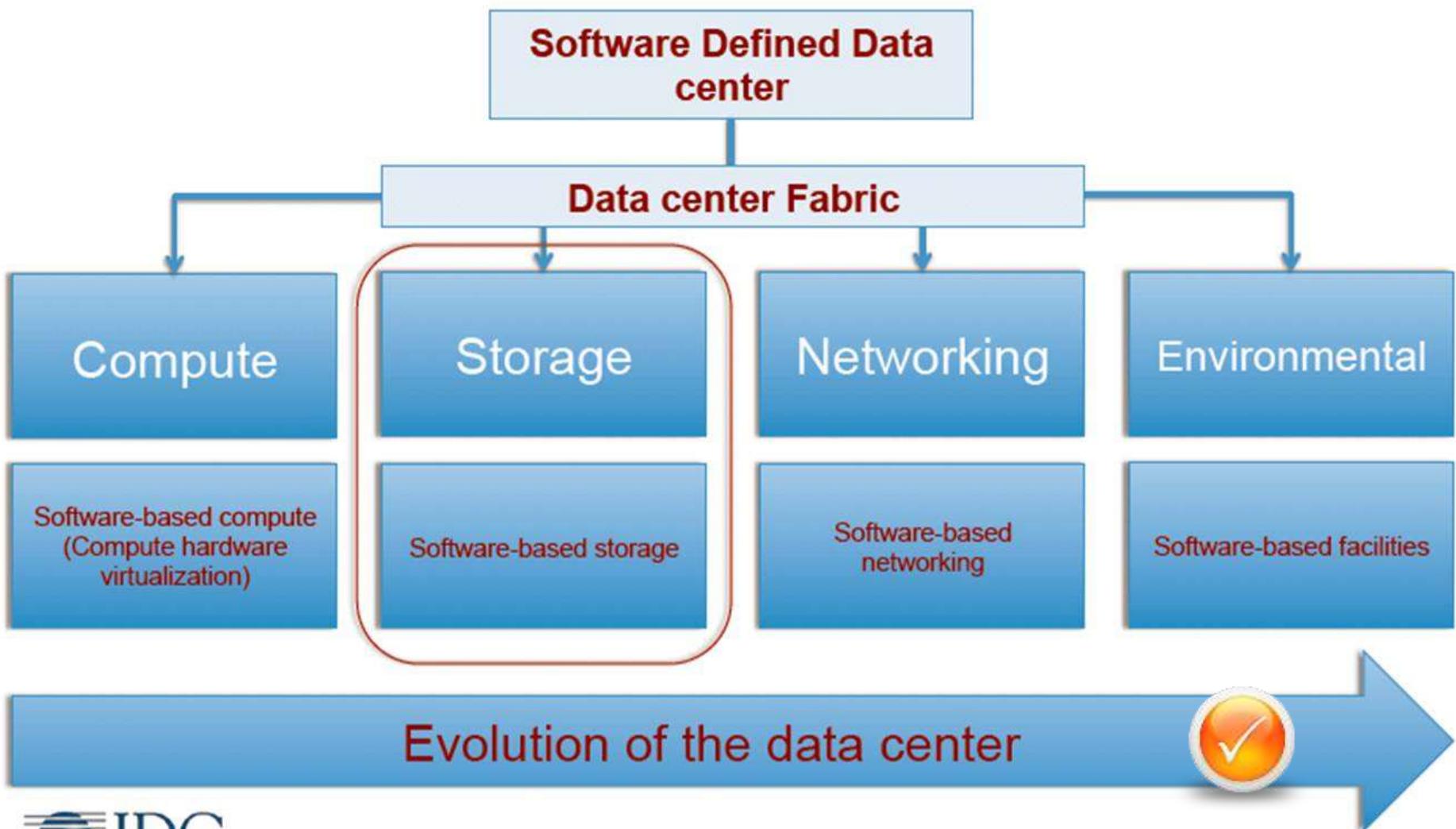
E nel 2013 ...

(le priorità per il 2014 secondo Gartner)

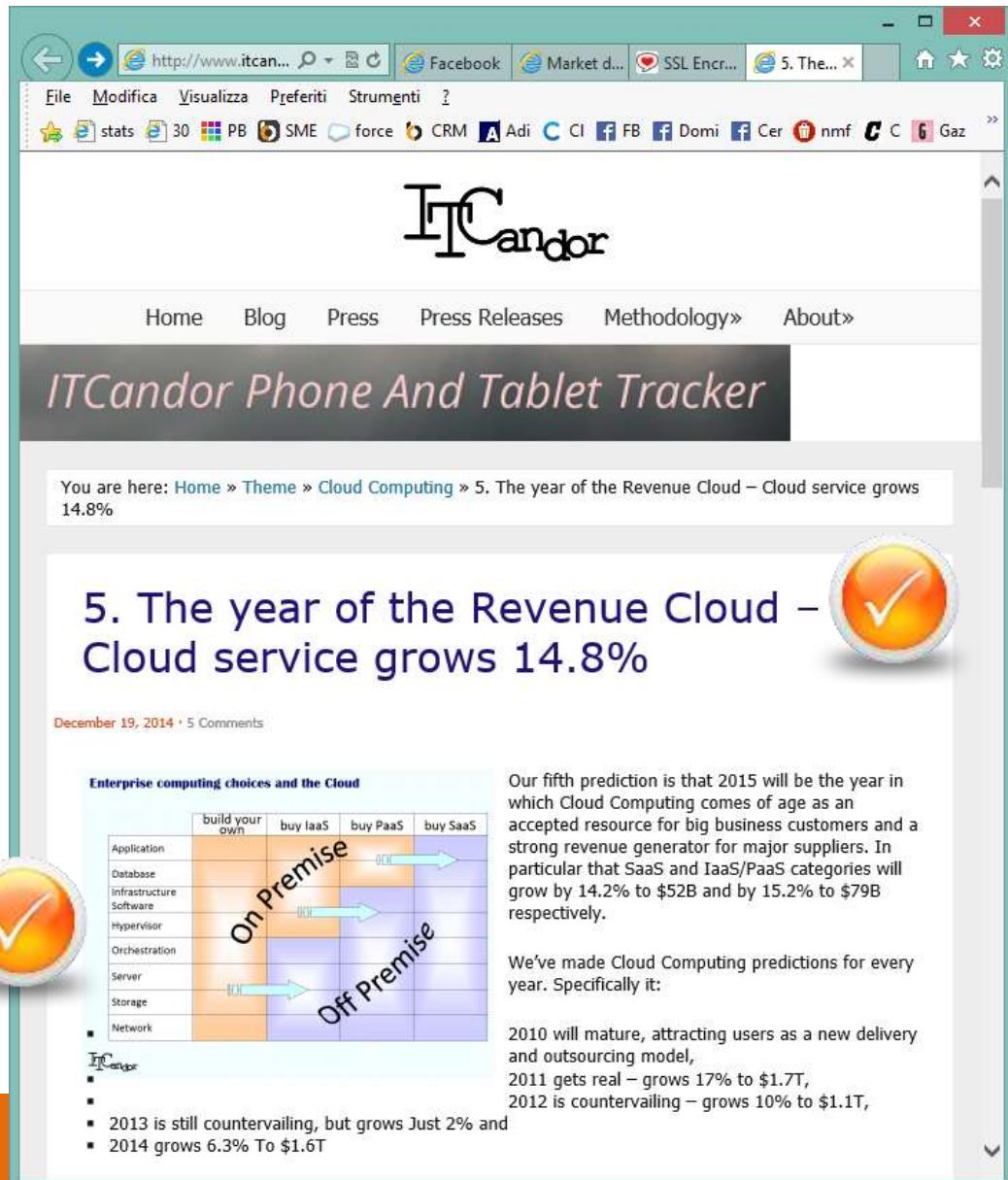
## The Journey to Programmable Everything



# Una evoluzione naturale



# Dove vanno i clienti oggi: «2015, the year of the revenue cloud in EMEA»



**ITCandor Phone And Tablet Tracker**

You are here: Home » Theme » Cloud Computing » 5. The year of the Revenue Cloud – Cloud service grows 14.8%

## 5. The year of the Revenue Cloud – Cloud service grows 14.8%

December 19, 2014 • 5 Comments

**Enterprise computing choices and the Cloud**

	build your own	buy IaaS	buy PaaS	buy SaaS
Application				
Database				
Infrastructure				
Software				
Hypervisor				
Orchestration				
Server				
Storage				
Network				

**On Premise**      **Off Premise**

Our fifth prediction is that 2015 will be the year in which Cloud Computing comes of age as an accepted resource for big business customers and a strong revenue generator for major suppliers. In particular that SaaS and IaaS/PaaS categories will grow by 14.2% to \$52B and by 15.2% to \$79B respectively.

We've made Cloud Computing predictions for every year. Specifically it:

- 2010 will mature, attracting users as a new delivery and outsourcing model,
- 2011 gets real – grows 17% to \$1.7T,
- 2012 is countervailing – grows 10% to \$1.1T,
- 2013 is still countervailing, but grows Just 2% and
- 2014 grows 6.3% To \$1.6T

# «2015, the year of the revenue cloud» è una trasformazione basata sul software

## Enterprise computing choices and the Cloud



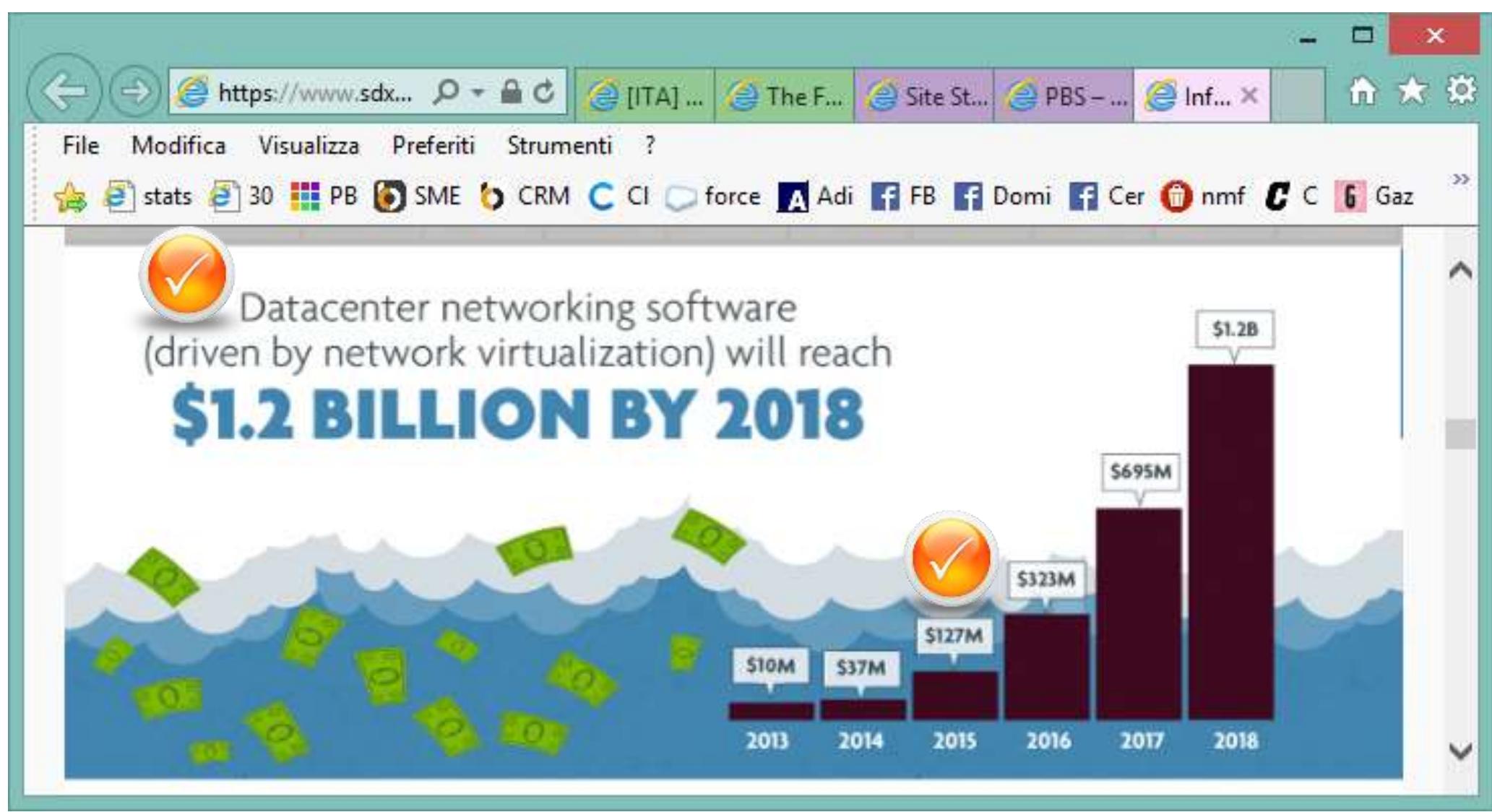
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# Parliamo del mercato Software-Defined Networking [SDx Central]



# Parliamo del mercato Software-Defined Networking [SDx Central]

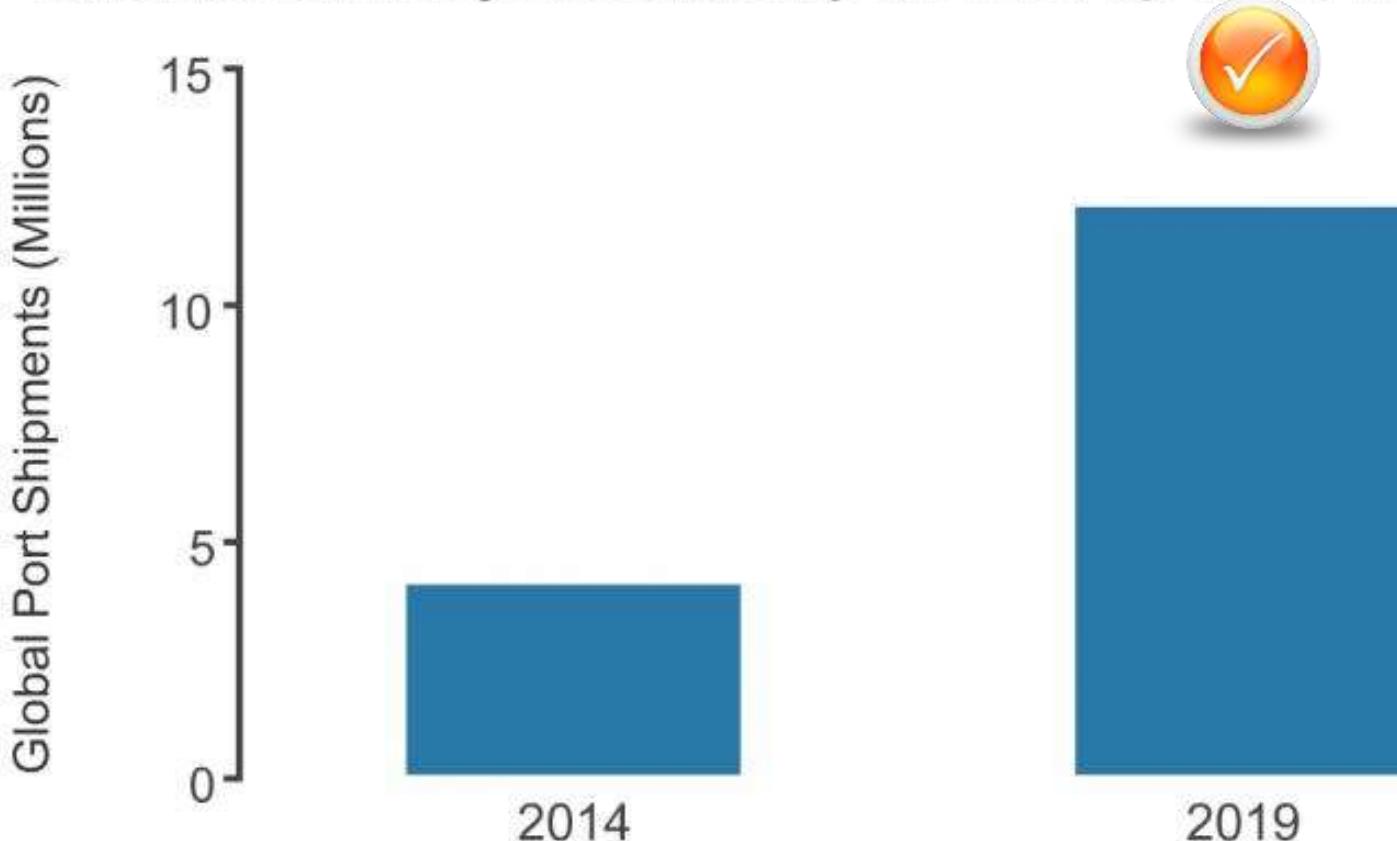


# Parliamo del mercato Software-Defined Networking [SDx Central]



# E per conseguenza: Bare-metal networking

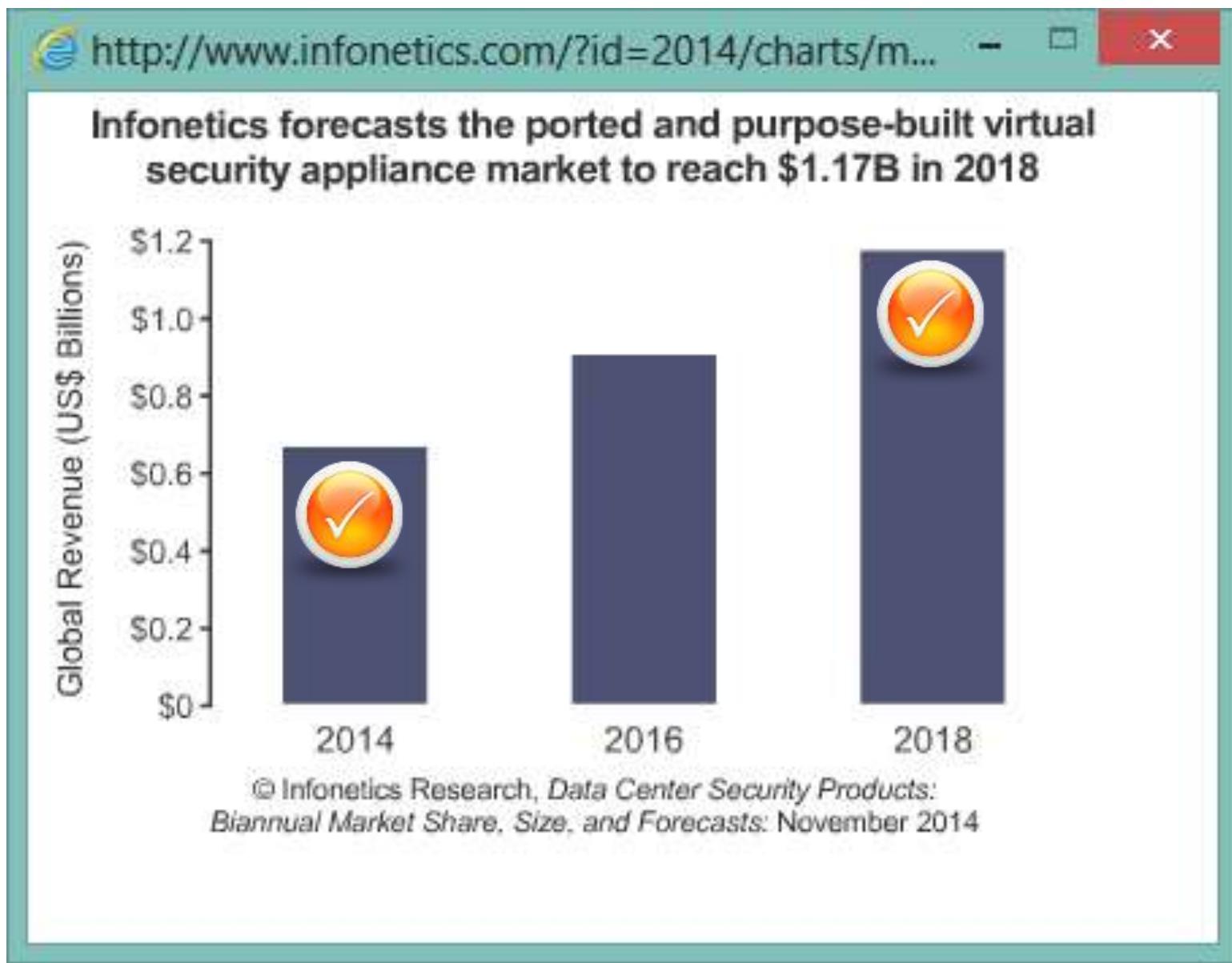
**Infonetics projects that over 12 million bare metal data center Ethernet switch ports will ship in 2019, up 198% from 2014**



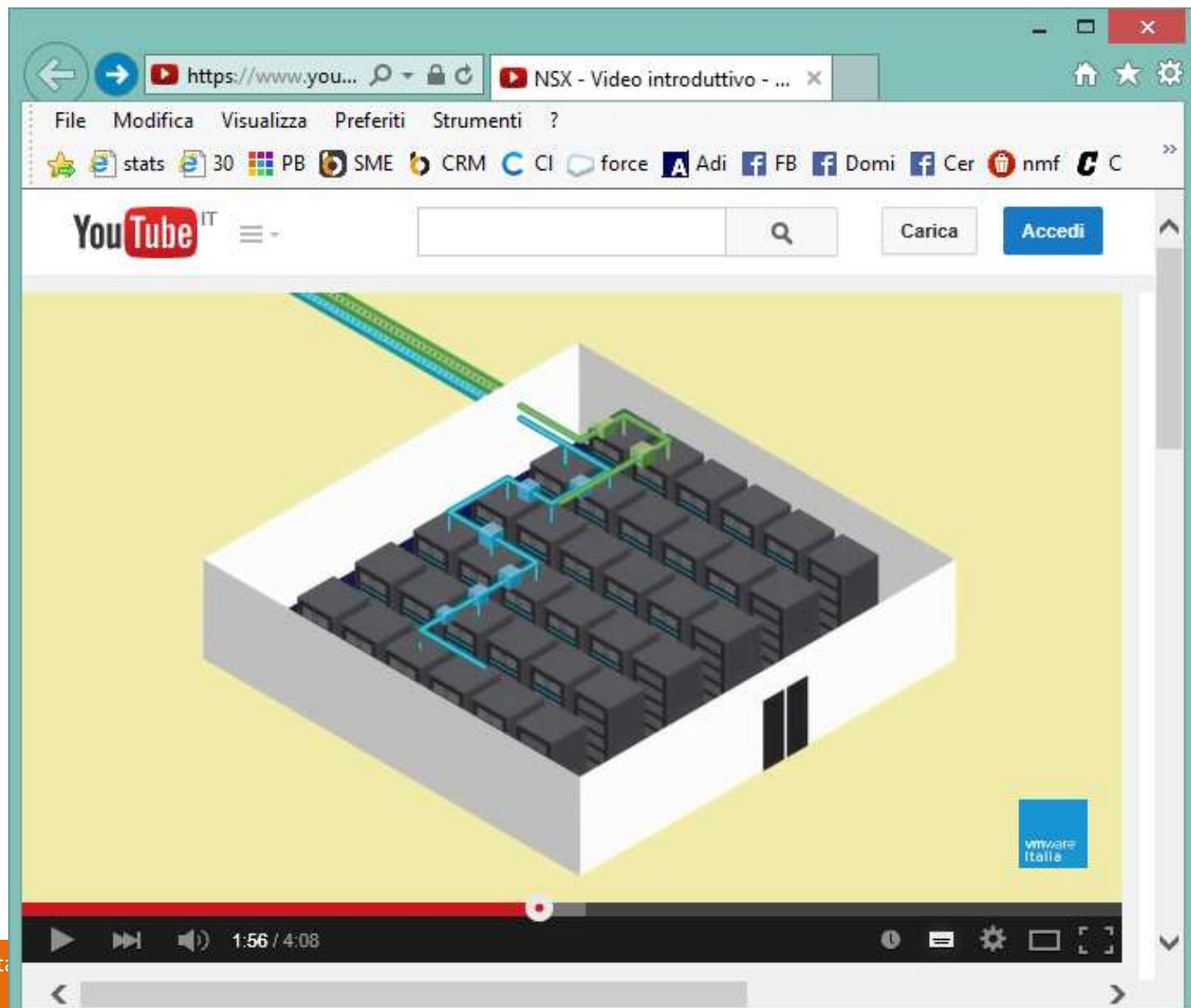
© Infonetics Research, now part of IHS, *Data Center Network Equipment: Quarterly Market Share, Size and Forecasts*; March 2015



# E per conseguenza: Software-Defined Security



Diamo concretezza a questi discorsi: vi propongo  
un cartoon di 4 minuti con VMware e Palo Alto



Grazie dell'attenzione! Copia delle presentazioni in PDF liberamente scaricabili è su [www.primobonacina.com/67maggio2015](http://www.primobonacina.com/67maggio2015)

The screenshot shows a web browser displaying the PBS website (<http://www.primobonacina.com>). The page is titled "Presentazioni evento "Adinet, VMware e Palo Alto Networks - le nuove frontiere della sicurezza e virtualizzazione della rete - Roma/Milano Maggio 2015". The PBS logo is visible in the top left, and a navigation bar with links like "ABOUT»", "SERVICES»", "PRESENTATIONS", "ASSOCIATES", "CUSTOMERS»", "EVENTS", "JOBS", and "CONTACTS". On the right, there's a sidebar with sections for "WHY THIS BLOG", "SEARCH", "SUBSCRIBE", and "TODAY'S TOP PAGES". Logos for Adinet, VMware, and Palo Alto Networks are displayed on the right side of the main content area.

Presentazioni evento "Adinet, VMware e Palo Alto Networks - le nuove frontiere della sicurezza e virtualizzazione della rete - Roma/Milano Maggio 2015

[Edit This](#)

Agenda:

- <http://www.primobonacina.com/ita-adinet-vmware-e-palo-alto-networks-le-nuove-frontiere-della-sicurezza-e-virtualizzazione-della-rete-roma-5-maggio-2015-ottobre-milano-7-maggio-grand-hotel-doria-cavour>

Presentazione Primo Bonacina, Managing Partner, PBS (PDF, 1 MB);

Presentazione Paolo Marsella, CEO, Adinet (PDF, 1 MB);

Presentazione Sergio Cimino, VMware Senior Solution Architect, e Matteo Marini, VMware Network Virtualization Platform Sr System Engineer, VMware (PDF, 2 MB);

Presentazione Stefania Iannelli, System Engineer, Palo Alto Networks (PDF, 2 MB);

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**WHY THIS BLOG**

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This blog is here to provide fresh info on market and technology trends. And on the great time we are having with our customers too!

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**TODAY'S TOP PAGES**

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[Gartner] Enterprise Architecture Can Deliver Business Value from the IoT