

# Aditinet, VMware e Palo Alto Networks Software-Defined IT in azione! Napoli, 26 Febbraio 2016

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

Invito personale da Paolo Marsella (CEO Aditinet)

**paloalto**  
NETWORKS

**vmware**

**Primo Bonacina**

Managing Partner  
PBS – Primo Bonacina Services

**VMware e Palo Alto Networks con Aditinet: Software-Defined IT  
in azione!**

Partecipa a questo incontro per scoprire come la Rete governata dal Software può migliorare drasticamente il livello di protezione e agilità delle applicazioni

# L'agenda della mattinata



## Quando e Dove

### Napoli

Venerdì 26 Febbraio 2016 – Eccellenze Campane  
Via Benedetto Brin 49 C/o Complesso Brin 69

## L'evento si rivolge a

CIO, CISO, Responsabili IT, Responsabili Sicurezza, Responsabili della Rete di aziende private e pubbliche di medio grandi dimensioni.

## Agenda

- 9:15** Benvenuto e Registrazione
- 10:00** Software-Defined IT: Siamo pronti? (**Primo Bonacina**, PBS – Primo Bonacina Services)
- 10:25** Aditinet e la strategia verso il Software-Defined IT (**Paolo Marsella**, CEO, Aditinet)
- 10:50** VMware NSX, la piattaforma di sicurezza e virtualizzazione della rete: Agilità e Operations, Sicurezza e Segmentazione (**Luca Morelli**, VMware)
- 11:30** Next-Generation Security per il Software-Defined IT (**Domenico Stranieri**, Palo Alto Networks)
- 12:10** Software-Defined IT in azione: come integrare le migliori tecnologie per le nuove infrastrutture (**Enrico Nasi** e **Matteo Indennimeo**, Aditinet)
- 12:50** Q&A e Lunch



# Oggi parliamo di Software-Defined IT

The image shows a screenshot of a web browser displaying an article from Deloitte University Press. The browser's address bar shows the URL <http://dupress.com/articles/tech-trends-2015-software-defined-ev>. The page features a large, stylized graphic with gears, a lightbulb, and a red teardrop containing binary code. The main headline is "Software-defined everything" with the subtitle "Breaking virtualization's final frontier". Below the graphic, there is a paragraph of text and two sections: "WRITTEN BY" and "PUBLISHED".

Deloitte University Press

Featured Topics Industries Periodicals

## Software-defined everything

Breaking virtualization's final frontier

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

# Sondaggio: chi di voi possiede un'automobile?



# La risposta esatta potrebbe essere: «nessuno»

**autoblog** SPEEDS / REVIEWS

EXCLUSIVE May 20th 2015 at 8:32AM

## General Motors says it owns your car's software

In Copyright Dispute, GM Attorney Says Customers Just License Vehicle Use

**EXCLUSIVE** Buy a General Motors vehicle lately? Check the fine print. The company says you may not own some parts of a vehicle that actually make it run.

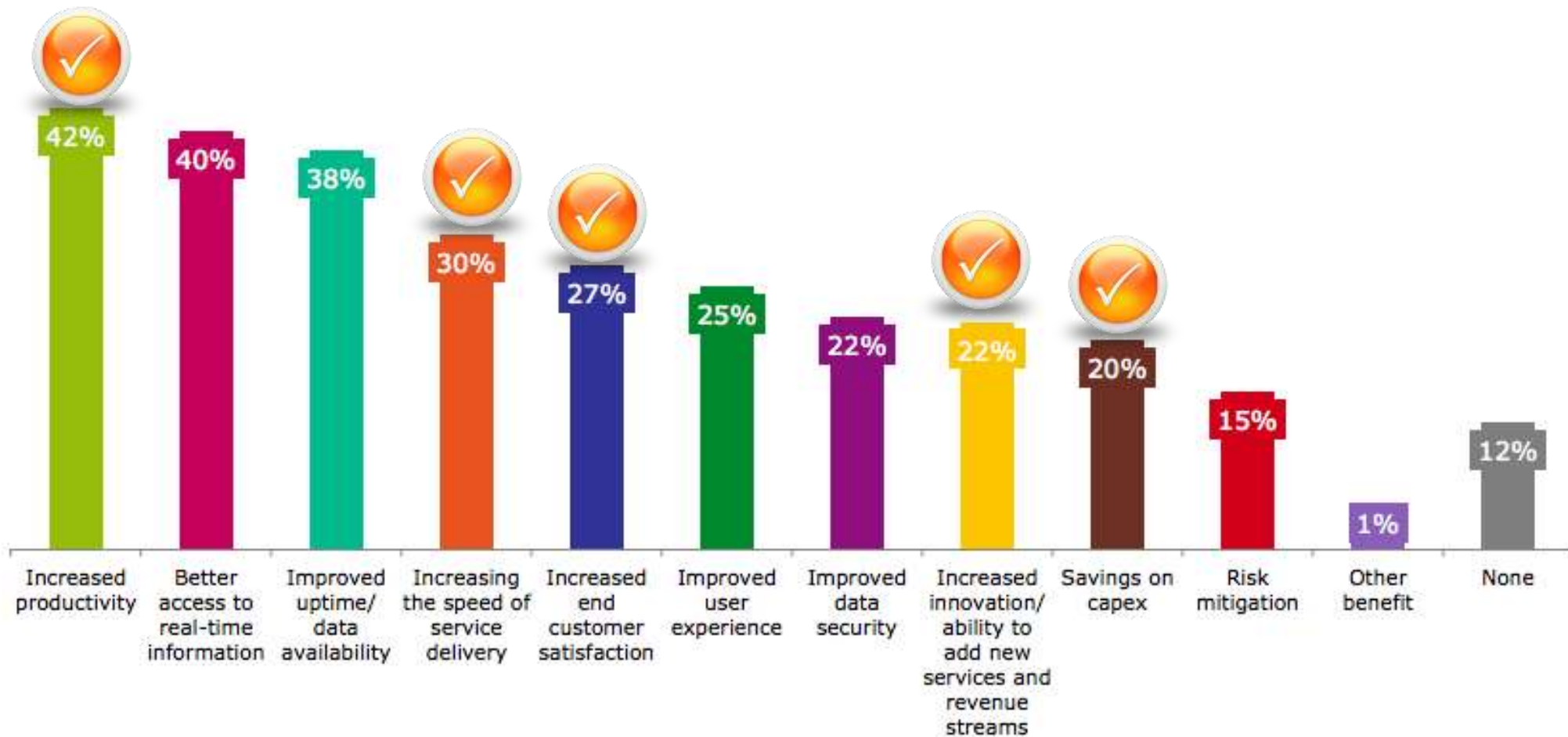
**Pete Bigelow** In comments sure to rankle customers, a GM attorney said Tuesday the company believes the software that controls every vehicle function belongs to them. Even after customers pay tens of thousands of dollars for a car, the company says users are merely signing a licensing agreement to use it over its lifetime.

"It is our position the software in the vehicle is licensed by the owner of the vehicle," Harry Lightsey said.

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# Torniamo a noi: perché SD IT?



**Figure 14:** "Which of the following do you perceive as the biggest potential benefits of SDN technologies?" – asked of all (500 respondents)

# Perché proprio adesso?

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

April 13, 2015



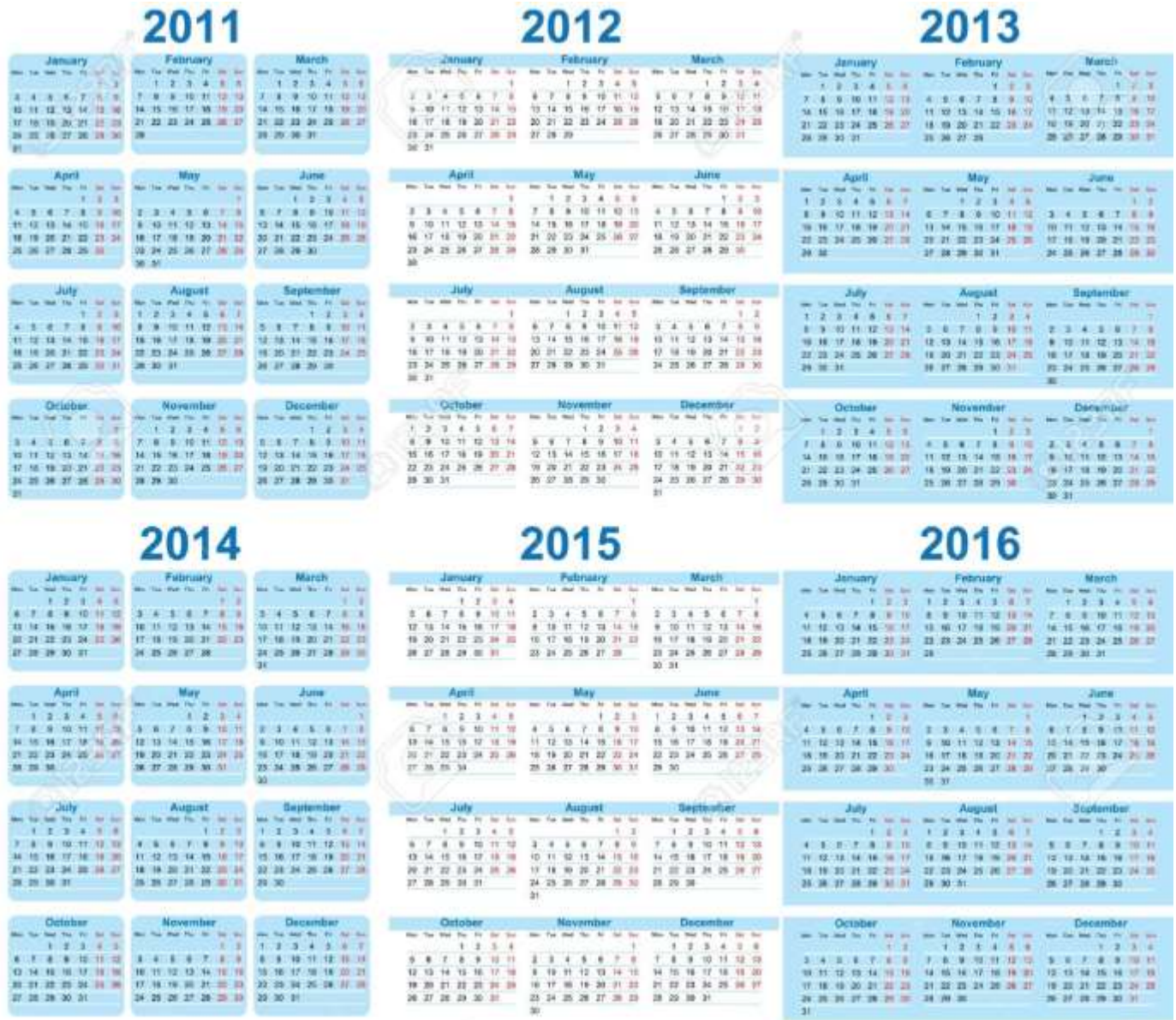
Melissa Di Donato, head of European Channels & ISV Programs at Salesforce.com says that a connected environment would mean connected sales teams, digital sales aids and an integrated customer platform as part of the broader pattern. "The world has gone social with 2.3 billion social users, but companies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

# Facciamo ora un viaggio nel tempo ...





# Marc Andreessen lo diceva già nel 2011!

## Why Software Is Eating The World



By MARC ANDREESSEN

August 20, 2011

This week, Hewlett-Packard (where I am on the board) announced that it is exploring jettisoning its struggling PC business in favor of investing more heavily in software, where it sees better potential for growth. Meanwhile, Google plans to buy up the cellphone handset maker Motorola Mobility. Both moves surprised the tech world. But both moves are also in line with a trend I've observed, one that makes me optimistic about the future growth of the American and world economies, despite the recent turmoil in the stock market.



In an interview with WSJ's Kevin Delaney, Groupon and LinkedIn investor Marc Andreessen insists that the recent popularity of tech companies does not constitute a bubble. He also stressed that both Apple and Google are undervalued and that "the market doesn't like tech."

In short, software is eating the world.

More than 10 years after the peak of the 1990s dot-com bubble, a dozen or so new Internet companies like Facebook and Twitter are sparking controversy in Silicon Valley, due to their rapidly growing private market valuations,

# E nel 2012 ...

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Elastic Enterprise   Connected Worker   Partner Ecosystem



### 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?

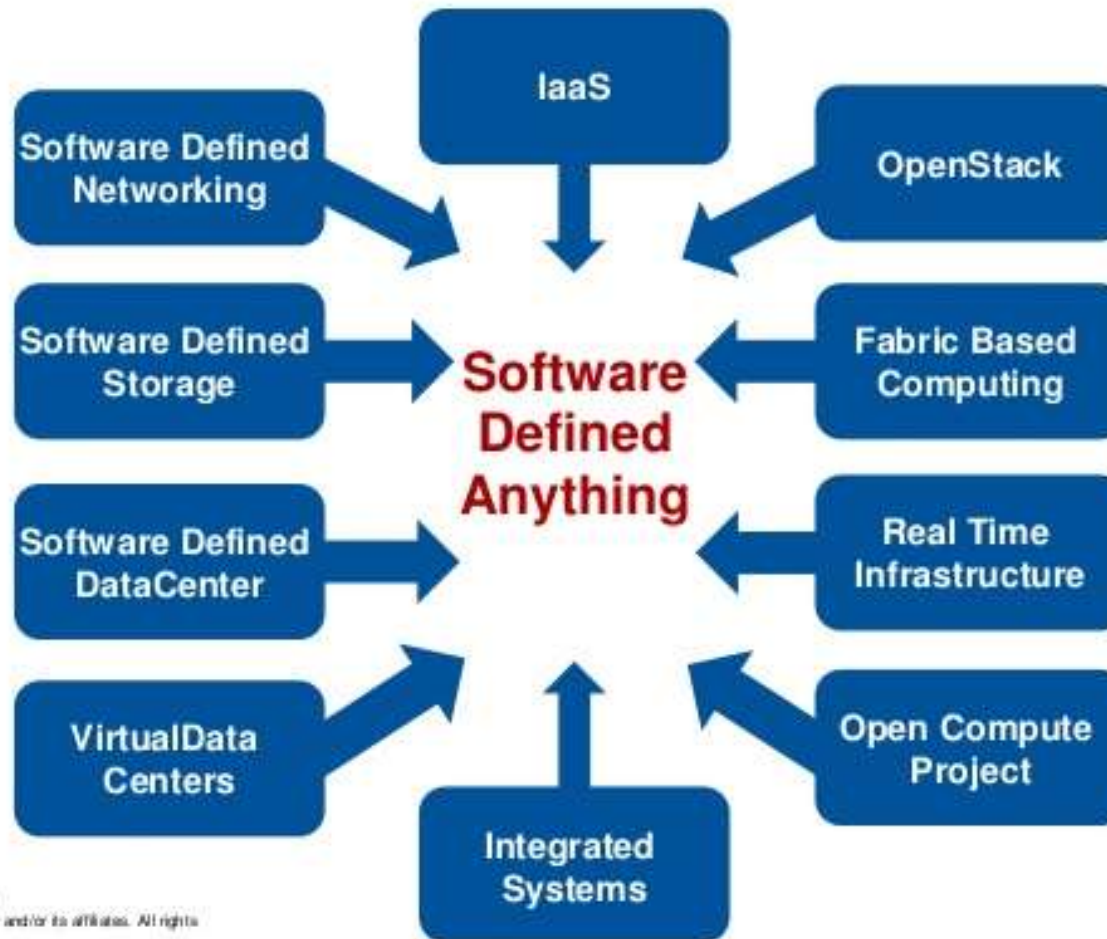


SDN is about separating the network router and switch data plane (hardware that does packet forwarding) from the control plane (logic that controls packet forwarding). In SDN the control path decisions are taken out of the switch and managed by software on a centralised server. In other words, SDN is 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

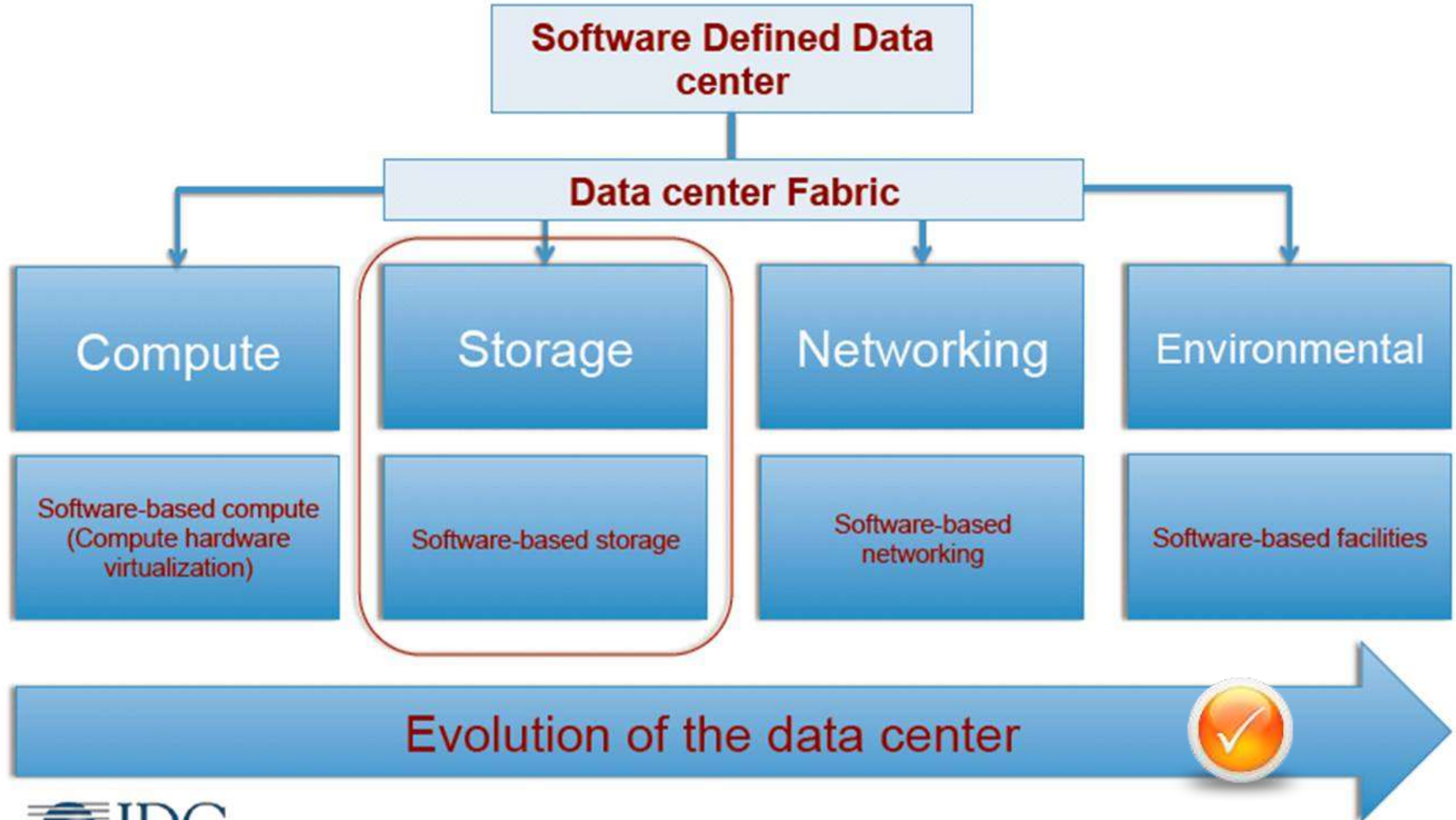


#GartnerSYM  
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Gartner  
SYMPOSIUM ITAFI 2013



# Secondo IDC (2014) questa è un'evoluzione naturale



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

## 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* (diagonal text across top-left to middle-right)

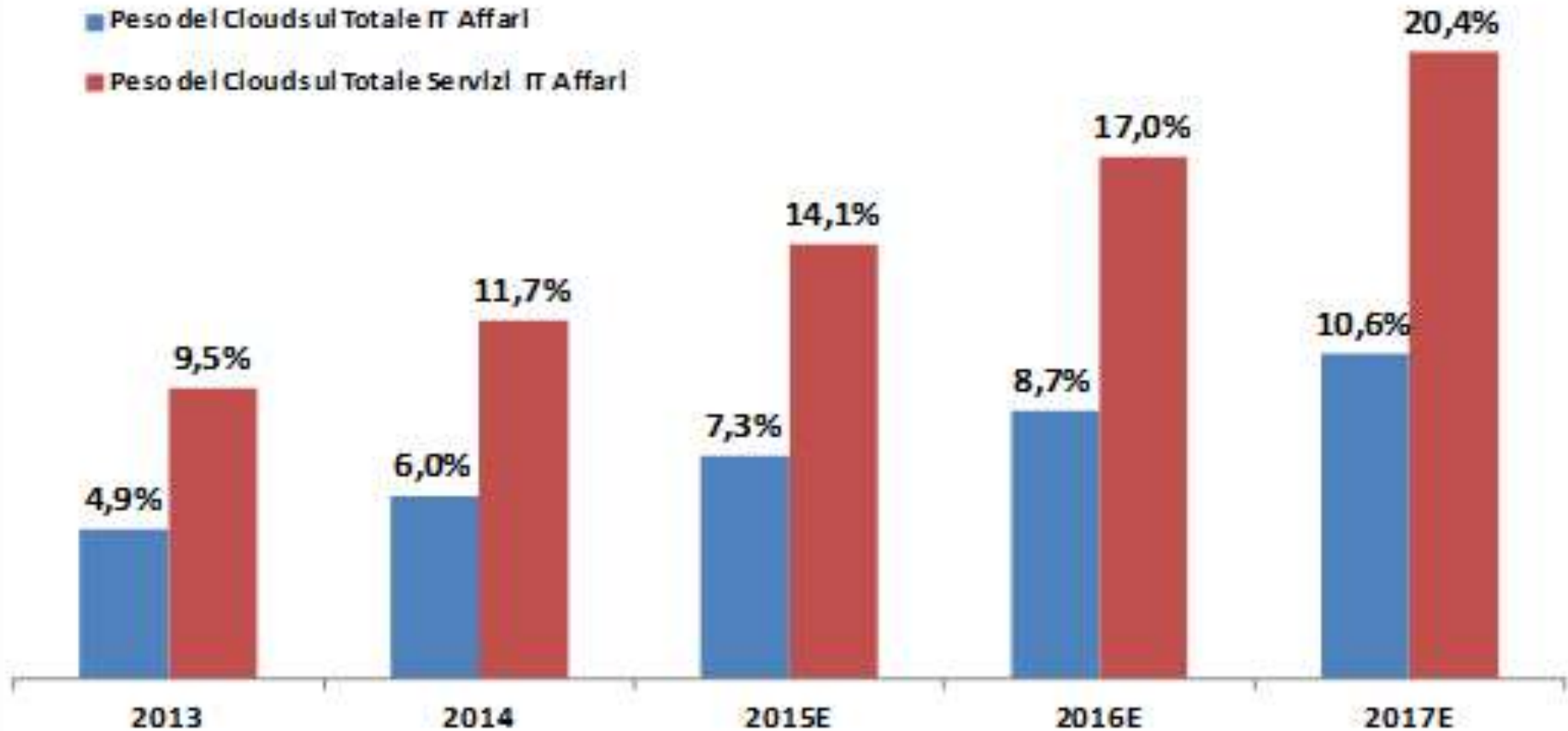
*Off Premise* (diagonal text across middle-left to bottom-right)

ITCandor

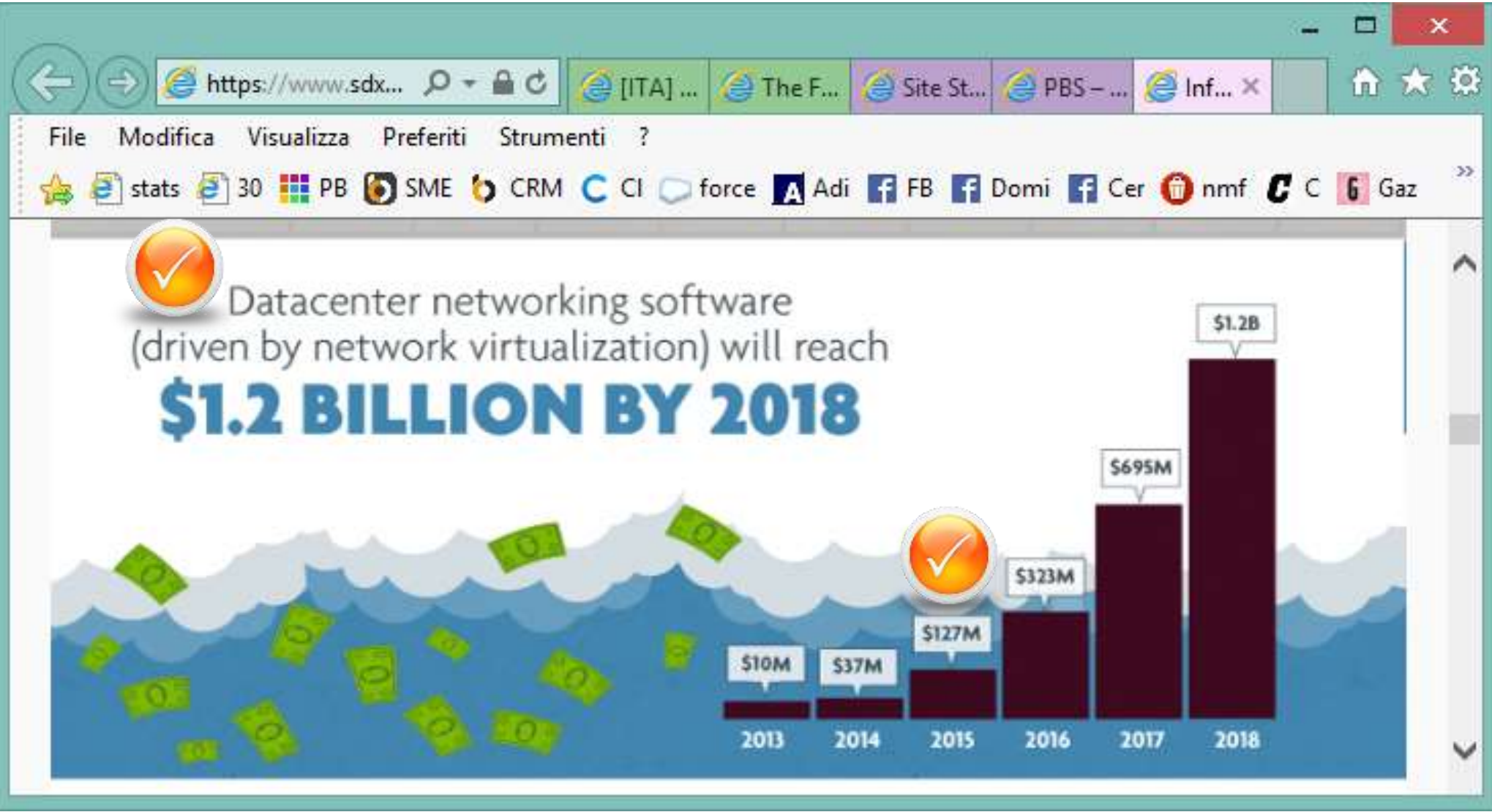


# Il cloud in Italia? (SIRMI, 2015)

L'incidenza del Cloud sul mercato IT Affari e sul mercato Servizi IT Affari



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



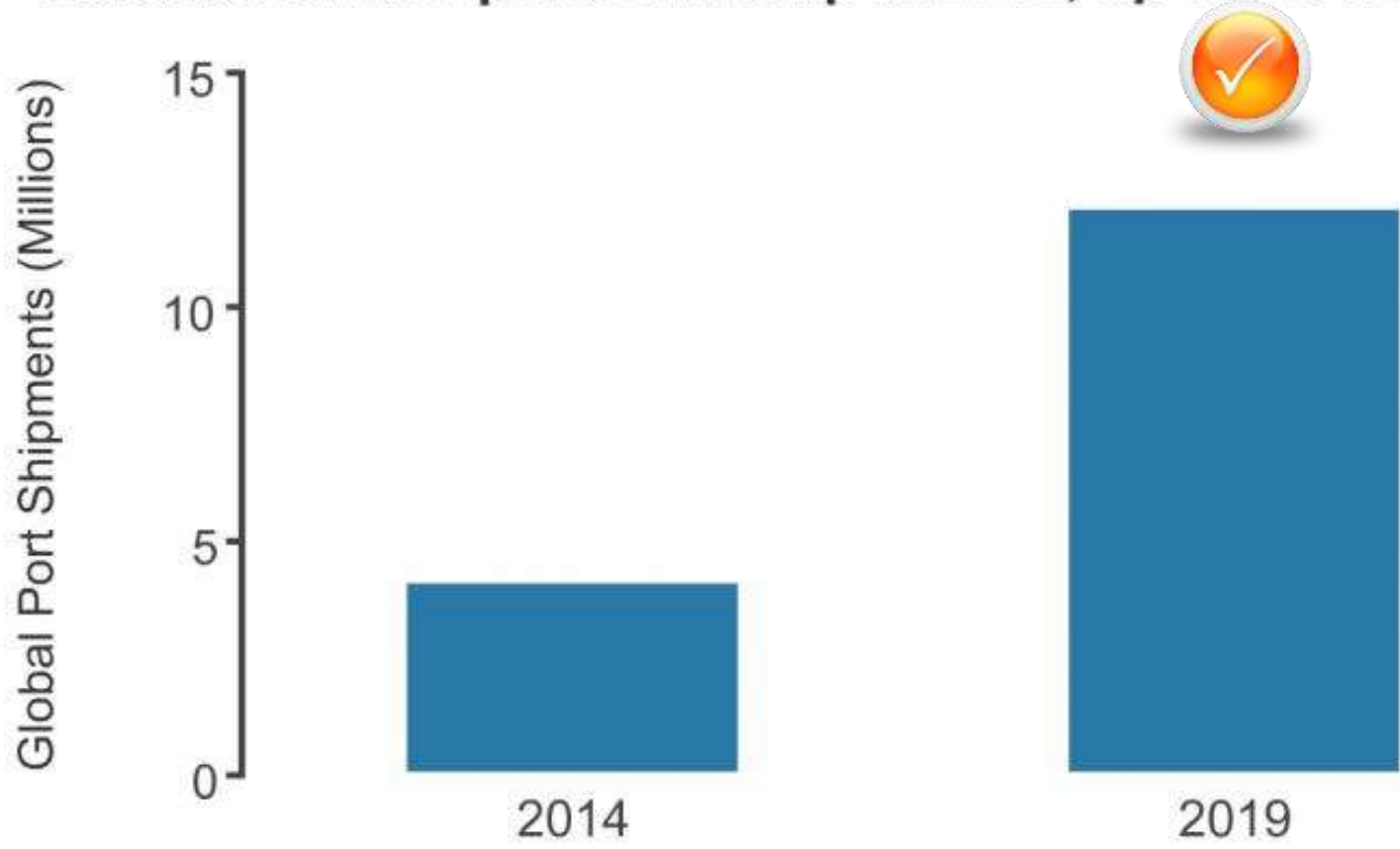
# Parliamo del mercato Software-Defined Networking [SDx Central]





# E per conseguenza: Bare-metal networking

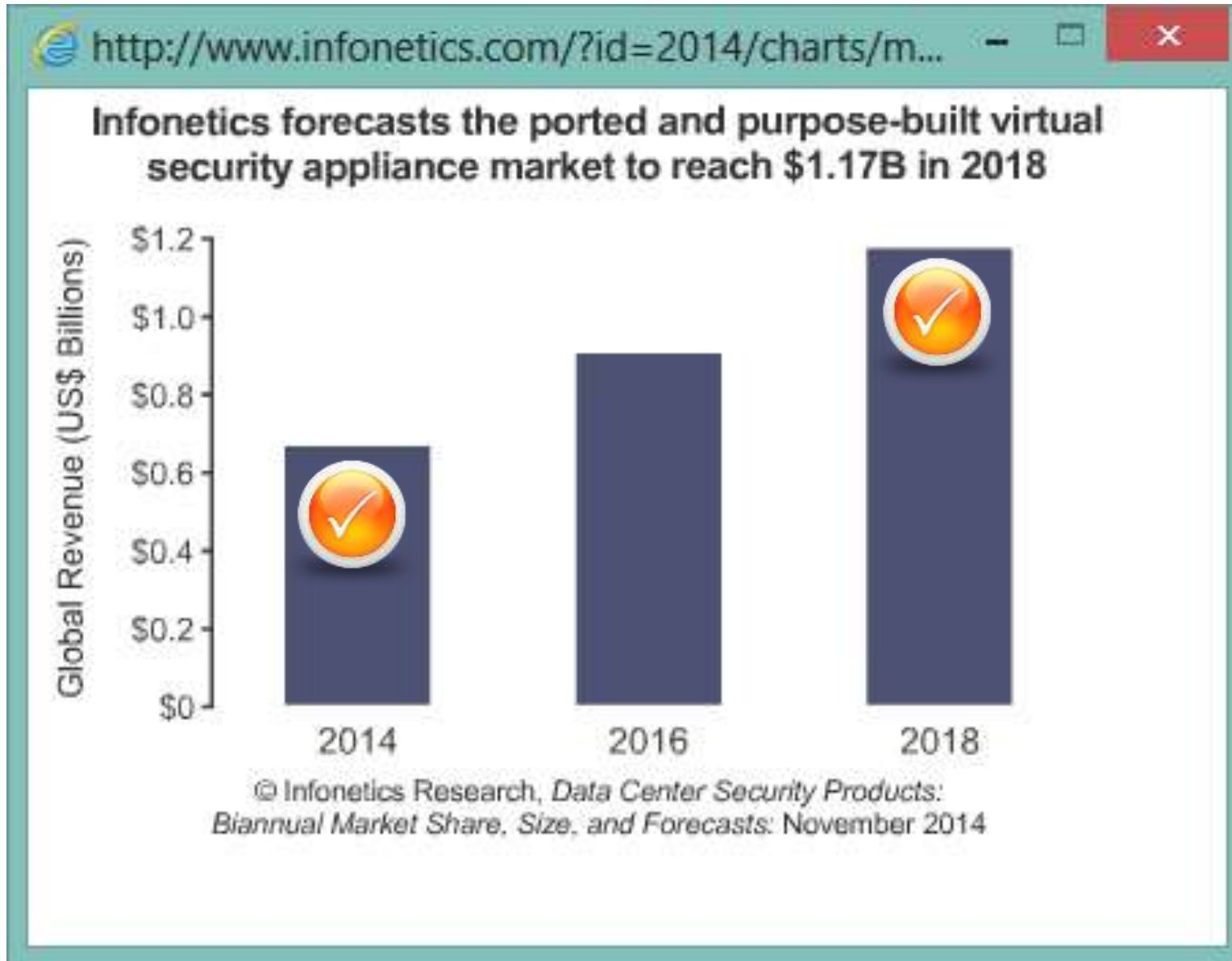
**Infonetics projects that over 12 million bare metal data center Ethernet switch ports will ship in 2019, up 198% from 2014**



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



# E per conseguenza: Software-Defined Security



# Vi aspetto a Roma il 6 Aprile con Aditinet, VMware e molti altri a parlare di SD IT ([www.primobonacina.com/SDIT](http://www.primobonacina.com/SDIT))

Veronica Fano - [veronica.fano@soiel.it](mailto:veronica.fano@soiel.it) - 02 26148855

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La crescita di fenomeni quali l'iperconvergenza, il Software-Defined IT e la disponibilità di servizi Cloud sempre più evoluti ed erogabili in modalità self-provisioning consentono oggi a un numero crescente di aziende un approccio diverso all'IT aziendale; un approccio più in linea con le esigenze di un business che richiede un'infrastruttura IT agile e che deve reagire il più rapidamente possibile a esigenze mutevoli.

Le organizzazioni vogliono infatti mantenere i costi sotto controllo, ma al contempo erogare più servizi, in sicurezza ed efficienza e quello che prima sembrava difficile da realizzare oggi sembra alla portata di mano grazie all'utilizzo delle nuove soluzioni pilotate dal software infrastrutturale, accoppiate ad iperconvergenza, hardware industry-standard e cloud.

Secondo questo nuovo paradigma, gli elementi essenziali per l'infrastruttura IT (server, storage, networking, sicurezza, ...) sono messi in comune, virtualizzati, acceduti e gestiti attraverso un insieme comuni di API con vantaggi in termini di governance e gestione. Tutto questo porta ad un crescente utilizzo di hardware più economico e facilmente manutenibile mentre l'intelligenza, la gestione, i servizi si spostano nel software e nel cloud, con un preciso risparmio in termini di TCO.

Ma se da una lato questa nuova modalità di pensare e realizzare le architetture IT già sta offrendo in alcune aree dei significativi benefici, d'altra parte non pochi sono gli aspetti di tipo tecnologico, architeturale e di business da mettere a fuoco.

- Software defined IT: quali sono gli standard e paradigmi che si stanno affermando? Quali ecosistemi si stanno formando? Quale è il ruolo dell'Open Source nel Software-Defined IT?
- Soluzioni Iperconvergenti, quali sono i benefici derivanti dal loro utilizzo e per quali ambienti sono adatte?
- In questa nuovo paradigma l'hardware diventa quindi davvero una commodity?
- Quale è il nuovo ruolo del Cloud? Le nuove infrastrutture saranno sempre più ibride? Cosa resta in azienda? Cosa ne esce?
- Come gestisco la nuova infrastruttura? Chi ne garantisce le performance? Quali sono gli SLA e come li misuro? Come ne garantisco la sicurezza?
- In questo nuovo mondo, quale è il ruolo del system integrator? Del Service Provider? Del Cloud Provider?

Questi sono alcuni dei temi posti al centro del convegno, che si svilupperà nella formula della sessione plenaria e che si avvale della presenza di esperti a

## NEWS CORRELATE

- Il cloud sempre più evoluto di Oracle
- L'italiana NICE acquisita da Amazon Web Services
- Così RCS Mediagroup ha cambiato lo storage
- IBM investe sul video streaming
- Software-defined storage: le strade dell'I/O parallelo
- Cambiamenti al vertice di IBM Italia

## EVENTI CORRELATI

- Software-Defined IT, Iperconvergenza e Cloud Milano, 05/10/2016
  - Datacenter Experience Roma, 14/06/2016
  - Accelerare il Digital Business Roma, 23/03/2016
  - Storage for Virtual Innovation Riccione, 17/03/2016
  - Storage for Virtual Innovation Torino, 03/03/2016
  - Storage for Virtual Innovation Tour Firenze, 24/02/2016
- SCOPRI TUTTI GLI EVENTI >>

## VIDEO CORRELATI



Grazie dell'attenzione! Copia delle presentazioni su [www.primobonacina.com/26febbraio2016](http://www.primobonacina.com/26febbraio2016) e tramite Aditinet



### [Presentazioni evento] Aditinet, VMware e Palo Alto: Software-Defined IT in azione! - Napoli, 26 Febbraio 2016

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Agenda:

- <http://www.aditinet.it/vmware-e-palo-alto-networks-con-aditinet-software-defined-it-in-azione/>

Presentazione Primo Bonacina, PBS (PDF, 1 MB):

- 

Presentazione Paolo Marsella, Aditinet (PDF, 1 MB):

- 

Presentazione Luca Morelli, VMware (PDF, 3 MB):

- 

Presentazione Domenico Stranieri, Palo Alto Networks (PDF, 3 MB):



#### WHY THIS BLOG



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