

Broadcom Partner Momentum Summit 2023

Accelerating Success. **Together.**

6-10 February 2023 | Hilton Barcelona | Spain

AGENDA SNAPSHOT – **MONDAY, 6 FEBRUARY 2023** – AGENDA SNAPSHOT

TIME	SESSION NAME	PRESENTERS
07:00 – 10:50 <i>Les Corts</i> <i>Paralelo A, B C</i>	One-on-One Executive Meetings	
	Professional Services Partner Advisory Board (PAB)	
08:30 – 11:00 <i>Diagonal</i>	By invitation only: Selected Executive Leaders & Senior Services Managers responsible for delivering Broadcom Software services driving product adoption and customer loyalty.	
	Broadcom Leadership & Strategy Summit for all Broadcom Software Group Partners	
11:00 – 17:20 <i>Ramblas</i>	Executive & Strategic Leadership, Sales & Account Directors, and Sales & Presales Management: If you are looking to explore the most important industry trends affecting the Broadcom business today, or want the information and inspiration needed to fuel your business success and make connections with your peers, then attend this session.	To see detailed agenda, scroll to the next page
19:30 – 22:30 <i>Departure from Hilton at 18:45</i>	Gala and Awards Dinner	Can Magi, Barcelona, Bus Departure: 18:45 – 19:00 from Hilton Barcelona

DETAILED SESSION AGENDAS BELOW

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MON – 6 FEB: PROFESSIONAL SERVICES PARTNER ADVISORY BOARD – **DIAGONAL**

TIME	SESSION NAME	PRESENTERS
08:30 – 08:35	Welcome & Executive Introductions	Kevin Mikalsen , Head Global Partner Services Marketing Carrie Woods , EMEA Services Partner Manager
08:35 – 8:50	Leading with Services to Accelerate Adoption – Executive Leadership Panel	Moderator: Stephen Elliot , Group Vice President, I&O, Cloud Operations, IDC Tom Thorpe , VP International Markets Aytek Karagozoglu , VP, Enterprise Europe Clive Finlay , CTO EMEA Farouk Al-Shorafa , Global Go-To-Market Leader – Strategic Partnerships Laura Falko , Head Global Partner Programs
08:50 – 09:50	Partner Advisory Board Workshop Sessions Topics to be announced	Renee Kerns , Head Global Partner Services Kevin Mikalsen , Head Global Partner Services Marketing
09:50 – 10:00	Coffee & Networking	
10:00 – 10:50	Workshop Readouts – Executive Leadership Listening	PAB Executive Sponsor Panel
10:50 – 11:00	The PAB Roadmap & Next Steps	Renee Kerns , Head Global Partner Services Kevin Mikalsen , Head Global Partner Services Marketing Carrie Woods , EMEA Services Partner Manager

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MON – 6 FEB: LEADERSHIP & STRATEGY SUMMIT FOR ALL PARTNERS – RAMBLAS

TIME	SESSION NAME	PRESENTERS
11:00 – 11:15	Welcome	Roy Borden , VP Partner Sales
11:15 – 11:45	Unlocking the Power of Collaboration: Driving Growth Together and Building a Foundation for Trust	Moderator: Farouk Al-Shorafa , Global Go-To-Market Leader – Strategic Partnerships Roy Borden , VP Partner Sales Tom Thorpe , VP International Markets Aytek Karagozoglu , Vice President, Enterprise Europe Nimesh Upadhaya , Director Partners, Emerging Markets
11:45 – 12:15	IDC Keynote: 2023 Growth Opportunities: Taking Advantage of the Storms of Disruption	Stephen Elliot , Group Vice President, I&O, Cloud Operations, IDC
12:15 – 12:45	Sponsor Keynote: Changing the Face of Distribution and Arrow's Evolving Role With Disruptive Supplier Models	Eric Nowak , President EMEA, Arrow In Conversation with Mark Williams , Senior Consultant, The Channel Company
12:45 – 13:45	Networking & Lunch	
13:45 – 14:15	Innovating for Success & Service Excellence: Broadcom's Take on Marketplace Trends and Harnessing Innovation To Create Customer Value	Rufino Honorato , CTO South Christoffer Callender , CTO North
14:15 – 14:45	Opportunities for Growth: Accelerating Partner Capabilities and Ensuring Partner Profitability with New Tools, Greater Flexibility and Enablement	Laura Falko , Head Global Partner Programs John Bird , Business Development Director, Channel Mechanics John Mcardle , VP, Channel Mechanics
14:45 – 15:05	Professional Services Partners: Update, Programs and Initiatives	Renee Kerns , Head Global Partner Services Kevin Mikalsen , Head Global Partner Services Marketing
15:05 – 15:30	Networking & Coffee	
15:30 – 15:50	What's New in Broadcom Enablement? How Partner Enablement Fuels Success	Richard Carlson , Head Global Head Partner Enablement Programs Stuart Hawkins , Head of Global Education Services

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15:50 – 16:50	The Partner's Perspective: 2023 IT Channel Outlook & Trends in an Ever-Evolving Industry. Hear Directly from 4 Broadcom Partners on How They are Accelerating Success & Building Powerful Relationships of Trust	Moderator: Mark Williams , Senior Consultant, The Channel Company A Panel of Momentum Summit Sponsors: Rajiv Khanna , Vice President, Enterprise Studio, HCL Rene Klein , EVP EMEA, Westcon Manuel Martinez , CEO, Tricise Ernest Sales , President, MBCOM
16:50 – 17:20	Q&A, Feedback & Close	Roy Borden , VP Partner Sales Aytek Karagozoglul , Vice President, Enterprise Europe Tom Thorpe , VP International Markets Bjarne Rasmussen , CTO International Markets
18:45 – 23:30	Gala Dinner (Dress Code: Smart/Casual)	<i>Can Magi, Av. de Can Magí, 5, 08173 Sant Cugat del Vallès</i> Meet at Hilton Barcelona Reception to Catch Bus to Can Magi at 18:45

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AGENDA SNAPSHOT – TUESDAY, 7 FEBRUARY 2023 – AGENDA SNAPSHOT

TIME	SESSION NAME	PRESENTERS
07:00 – 09:00	Executive One-on-One Meetings	
<i>Les Corts Paralelo A, B, C</i>		
09:00 – 16:30	<p>Symantec Leadership & Strategy Summit</p> <p>Strategic Leadership, Sales & Account Directors, Business Development Managers and Sales & Presales Management: If you are looking to explore the most important industry trends affecting the Symantec business today, or want the latest product and program information to fuel your business success and make connections with your peers, then attend this Symantec Leadership & Strategy Summit session.</p>	
<i>Ramblas</i>		
09:00 – 17:30	<p>Enterprise Software Leadership & Strategy Summit</p> <p>Strategic Leadership, Sales & Account Directors, Business Development Managers and Sales & Presales Management: If you are looking to explore the most important industry trends affecting the Broadcom Enterprise Software business today, or want the latest product and program information to fuel your business success and make connections with your peers, then attend this Leadership & Strategy Summit session.</p>	
<i>Diagonal</i>		
11:00 – 17:30	<p>Broadcom Software Knights Summit</p> <p>By invitation only: Existing Broadcom Software certified Knights and aspiring Knights</p>	
<i>Gran Via B Ramblas D</i>		
19:00 – 22:00	Broadcom Software Knights Dinner	

To see detailed agendas for these sessions, please scroll down

DETAILED SESSION AGENDAS BELOW

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TUE – 7 FEB: SYMANTEC LEADERSHIP & STRATEGY SUMMIT – RAMBLAS

TIME	SESSION NAME	PRESENTERS
09:00 – 09:15	Opening & Welcome	Roy Borden , VP Partner Sales
09:15 – 10:15	Analyst Viewpoint: Is Complexity Really the Enemy of Software Security? Unravelling Complexity and Risk Through Integration	Frank Dickson , Group Vice President, Security & Trust, IDC
10:15 – 10:45	Networking & Coffee Break	
10:45 – 11:00	Message from the Symantec Business Unit: Driving Growth in FY23 – Delivering More Value, More Security and More Simplicity to Your Customers	Julian McBride , Symantec Enterprise Sales Director, International Markets
11:00 – 11:30	Symantec Insights: Power Your Customer's Business with Symantec Enterprise Cloud – Eliminating Security Complexity to Reduce Enterprise Risk	Tim Murphy , Head of Symantec Product Marketing
11:30 – 12:00	Customer Keynote: The Benefits of Integrated Cyber Defence	Doug Goodridge , Chief Information Officer, Williams Racing
12:00 – 13:00	Networking & Lunch	
13:00 – 14:00	Fireside Chat: Partnering for Success and Excellence	Moderator: Peter Cooper , Directors Partners EMEA Panellists: Avantec, Computacenter, DUONYX, Gradian, INETUM, Insight, SoftwareOne, Threatscape, KBE
14:00 – 14:30	Opportunities for Growth: Reigniting and Accelerating Momentum in the Commercial Segment	Rob Jacobs , Head of Cybersecurity Alliances, Europe, Arrow Helena Judge , Business Development Manager, Arrow Peter Cooper , Leadership Europe, Managed Partners and Commercial Market
14:30 – 15:00	Networking & Coffee	
15:00 – 16:15	Symantec Insights: Staying Ahead of the Game in FY23 – New Initiatives and Tools to Accelerate Product Adoption and Unlock New Revenue Streams	Tim Murphy , Head of Symantec Product Marketing

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16:15 – 16:30

Awards

EMEA Channel Sales Leadership

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TUES – 7 FEB: ENTERPRISE SOFTWARE LEADERSHIP & STRATEGY SUMMIT – DIAGONAL

TIME	SESSION NAME	PRESENTERS
09:00 – 09:15	Opening & Welcome	Roy Borden , VP Partner Sales
09:15 – 10:15	Analyst View Point: Is Complexity Really the Enemy of Software Security? Unravelling Complexity and Risk Through Integration	Frank Dickson , Group Vice President, Security & Trust, IDC
10:15 – 10:45	Networking & Coffee	
10:45 – 11:45	Driving Growth in FY23: Message from the Enterprise Software Business Unit	Farouk Al-Shorafa , Global Go-To-Market Leader – Strategic Partnerships
11:45 – 12:30	Vision for AOD Focus Partner Program	Farouk Al-Shorafa , Global Go-To-Market Leader – Strategic Partnerships
12:30 – 13:30	Networking & Lunch	
13:30 – 14:00	Partner Spotlight: Partner Success Stories	itdesign
14:00 – 15:00	Adoption Framework	Sam Bhimji , Business Strategist Henar Martin , Business Strategist
15:00 – 15:30	Networking & Coffee	
15:30 – 16:30	Adoption Framework (continued)	Sam Bhimji , Business Strategist Henar Martin , Business Strategist
16:30 – 17:00	Partner Spotlight: Partner Success Stories	Participants to be announced
17:00 – 17:30	Partner Recognition & Close	Farouk Al-Shorafa , Global Go-To-Market Leader – Strategic Partnerships

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TUE – 7 FEB: BROADCOM SOFTWARE KNIGHTS SUMMIT – GRAN VIA / RAMBLAS D

TIME	SESSION NAME	PRESENTERS
11:00 – 11:30	Broadcom Software Knights 2023 Program Updates	Richard Carlson , Leader Global Partner Enablement Mike Rankin , Global Partner Enablement
11:30 – 13:00	Broadcom Software Knights Introductions	Richard Carlson , Leader Global Partner Enablement
13:00 – 14:00	Networking & Lunch	
14:00 – 15:00	White Paper Contest & Presentation (Enterprise Software (CA Technologies) Solutions & Symantec)	<i>Resources Enterprise Software Solutions:</i> Richard Carlson , Leader Global Partner Enablement Kevin Mikalsen , Head Global Partner Services Marketing <i>Resources Symantec</i> Michael Rankin Kevin Mikalsen
15:00 – 15:30	Networking & Coffee	
15:30 – 17:00	Broadcom Software Knights Round Tables: <ul style="list-style-type: none">● Roadmaps● Bugs & Fixes● Enhancements● Any Relevant Topics	<i>Resources:</i> Richard Carlson Michael Rankin Product Management Presales Team Members
17:00 – 17:30	Close	Richard Carlson
19:00 – 22:00	Exclusive Broadcom Software Knights Dinner	External venue – To be revealed to the Broadcom Software Knights Delegates

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AGENDA SNAPSHOT – **WEDNESDAY, 8 FEBRUARY 2023** – **SALES ENABLEMENT**

These sessions are best for Sales and Business Development Delegates: If you are focused on building capabilities in delivering an impactful Broadcom value proposition or need a refresher on how to respond to customer challenges and present a compelling and competent sales pitch, then select one of the Sales Enablement sessions on 8 February. These sessions might also suit Presales delegates.

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement – Plenary for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 17:30 <i>Gran Via A</i>	NetOps Sales Enablement	Helen Burke , Appneta Specialist, Solution Engineering Seth Differ , Senior Manager Solution Engineering Magdalena Domagalik , Senior Product Line Manager NetOps Frederic Estienne , Senior Product Line Manager Nestor Falcon Gonzalez , NetOps Field CTO Team Jan Gonsalves , Senior Engineering Manager Rich Lankester , NetOps Partner Leader Arnold Hoogerwerf , NetOps Field CTO Team
09:30 – 17:00 <i>Gran Via B</i>	ValueOps Sales Enablement	Fridgeir Eyjolfsson , ValueOps Solution Engineer Stefania D'Alessandro , ValueOps Solution Engineer Marc Leijten , Advisor – Value Stream Management Fernando Nogueras , ValueOps Product Manager Dan Rice , Leader Focus Partner Strategy
09:30 – 17:15 <i>Gran Via C</i>	Automation Sales Enablement	David Ainsworth , Head of Product Management Jonathan Hiatt , Solution Engineer Dave Kellermanns , Global Advisor Rajeev Kumar , Head of Products Grant Williams , Sales Specialists Lead Sven Schumacher , Partner Leader
09:30 – 17:30 <i>Diagonal</i>	Symantec Enterprise Cloud Sales Enablement	Stanislav Elenkrich , Product Manager Clive Finlay , CTO International Gavin Fulton , Product Manager Clive Gladwin , Security Transformation Architect Laszlo Gras de Molins , Information Security Solutions Engineer Mattias Jonson , Solution Engineer

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Prateek Temkar, Product Manager
Pepe Sánchez Ayra, Senior Network System Engineer
Henk Van Achterberg, Product Manager

09:30 – 17:30
Paralelo

Identity/PAM Sales Enablement

Ilir Bejko, Senior Principal Consultant
Jordi Gascon, Head Identity Solutions, EMEA
Eduard Palomer, Specialist Solution Architect
Shawn Sprague, Head of Solution Engineering, Identity Security

09:30 – 17:00
Paseo de Gracia

APIM Sales Enablement

Marco Cannone, EMEA Solution Engineer
Sean O'Connell, APIM Technical Lead
Aran White, Head of Product Management

09:30 – 17:30
Ramblas D

DevOps/IT Operations Management (ITOM)
Sales Enablement

Ashish Aggarwal, Head of Product, Infrastructure Observability, DX UIM
Cihan Ankara, Principal Solutions Engineer DevOps
Corey Cohen, APM Business and Strategy Lead
Stephen D'Arcy, Solution Engineer for UIM

09:30 – 17:45
Les Corts

Mainframe Solutions Enablement

Scott Brod, Mainframe SME and Technical Advisor
Antonio Diaz, Manager Mainframe Business Specialists
John Kampman, Global Mainframe Business Specialist, Strategic Alliances
Alejandro Muñoz, Mainframe Business Specialist
Magdalena Moilanen, Mainframe Education Program Manager
Mark Warren, Product Marketing Engineer
Libor Cerny, Mainframe Solutions Leader

19:00 – 22:00
Ramblas

Dinner

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WED – 8 FEB: SALES ENABLEMENT SESSION – NETOPS – GRAN VIA A

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement Plenary Session for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 09:45 <i>Gran Via A</i>	NetOps Opening & Welcome	Rich Lankester , NetOps Partner Leader Seth Differ , Senior Manager Solution Engineering
09:45 – 10:15	Introducing the Experience-Driven NetOps Whiteboard	Arnold Hoogerwerf , NetOps Field CTO Team
10:15 – 11:00	Roadmap: Experience-Driven NetOps	Magdalena Domagalik , Senior Product Line Manager, NetOps
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	Sales Engagement Process for Success	Seth Differ , Senior Manager Solution Engineering
12:30 – 13:00	Competitive Insight – ThousandEyes (Plus Other Key Players)	Seth Differ , Senior Manager Solution Engineering
13:00 – 14:00	Lunch	
14:00 – 14:30	Sales Play #1: AppNeta Cloud Adoption	Seth Differ , Senior Manager Solution Engineering
14:30 – 15:00	Sales Play #2: SD-WAN Insight	Rich Lankester , NetOps Partner Leader
15:00 – 15:30	Coffee & Networking	
15:30 – 16:00	Sales Play #3: Project Titan	Rich Lankester , NetOps Partner Leader
16:00 – 16:30	Competitive Insight – SolarWinds & SevOne	Nestor Falcon Gonzalez , NetOps Field CTO Team

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16:30 – 17:00

Experience Driven NetOps Demo

Nestor Falcon Gonzalez, NetOps Field CTO
Team

17:00 – 17:30

Review the Experience-Driven NetOps
Whiteboard

Arnold Hoogerwerf, NetOps Field CTO Team

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WED – 8 FEB: SALES ENABLEMENT SESSION – VALUEOPS – GRAN VIA B

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Opening and Welcome	Richard Carlson , Partner Enablement Leader Dan Rice , Focus Partner Leader
09:30 – 10:00 <i>Gran Via B</i>	ValueOps Vision & Strategy	Fernando Nogueras , ValueOps Product Manager
10:00 – 11:00	Clarity Roadmap - LIVE	Marc Leijten , Advisor - Value Stream Management
11:00 – 11:30	Coffee & Networking	
11:30 – 12:00	Partner Spotlight - Share and Learn - VSM	Tricise - Consum Story
12:00 - 13:00	Value Stream Management – What Is the Buzz?	Marc Leijten , Advisor - Value Stream Management
13:00 - 14:00	Lunch	
14:00 – 14:30	Value Stream Management – How Does It Connect?	Stefania D'Alessandro , ValueOps Solution Engineer / Marc Leijten , Advisor - Value Stream Management
14:30 – 15:00	VSM and Society 5.0 - What Does Value Look Like?	Stefania D'Alessandro , ValueOps Solution Engineer / Marc Leijten , Advisor - Value Stream Management
15:00 – 15:30	Coffee & Networking	
15:30 – 16:00	VSM Competition Share & Ask - Analyst Report Review	Stefania D'Alessandro , ValueOps Solution Engineer / Marc Leijten , Advisor - Value Stream Management
16:00 - 16:30	Value Stream Management - User Stories	Stefania D'Alessandro , ValueOps Solution Engineer / Marc Leijten , Advisor - Value Stream Management

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16:30 - 17:00

All New VSM Whiteboard

Stefania D'Alessandro, ValueOps Solution
Engineer / **Marc Leijten**, Advisor - Value
Stream Management

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WED – 8 FEB: SALES ENABLEMENT SESSION – AUTOMATION – GRAN VIA C

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Presales Enablement Plenary Session for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 09:45 <i>Gran Via C</i>	Introduction to Automation at Broadcom – Who, What and Why	Sven Schumacher , Automation Partner Leader
09:45 – 10:30	Automation Strategy & Roadmap	David Ainsworth , Head of Product Management
10:30 – 11:00	Digital Transformation and Cloud Automation Trends - Part 1	David Ainsworth , Head of Product Management
11:00 – 11:30	Coffee & Networking	
11:30 – 12:15	Digital Transformation and Cloud Automation Trends - Part 2 (Interactive Session)	Dave Kellermanns , Automation CTO Team
12:15 – 13:00	Sales Play #1: Cloud Automation - Discovery Guide Walk-Through - Proof - Competitive Analysis - Q&A	Grant Williams , Sales Specialists Lead EMEA
13:00 – 14:00	Lunch	
14:00 – 15:00	Automic Automation Intelligence - Adaptive Intelligence & Predictive Analytics	Jonathan Hiett , Solution Engineer
15:00 – 15:30	Coffee & Networking	
15:30 – 16:15	Sales Play #2 Automic Automation Intelligence - Discovery Guide Walk-Through - Proof - Competitive Analysis - Q&A	Grant Williams , Sales Specialists Lead
16:15 – 16:45	Partner Spotlight	Presenter TBA

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16:45 – 17:15

Wrap-up

Sven Schumacher, Automation Partner
Leader

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WED – 8 FEB: SALES ENABLEMENT – SYMANTEC ENTERPRISE CLOUD – DIAGONAL

DATE	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement	Plenary for All Delegates Richard Carlson , Leader Global Partner Enablement
09:30 – 10:00 <i>Diagonal</i>	Unravelling SASE/SSE/Symantec Enterprise Cloud	Clive Finlay , CTO International
10:00 – 11:00	Symantec Enterprise Cloud Training	Clive Gladwin , Security Transformation Architect
11:00 – 11:30	Coffee & Networking	
11:30 – 12:00	The Power of Threat Intelligence	Henk Van Achterberg , Product Manager
12:00 – 12:30	The Importance of a Single Agent	Gavin Fulton , Product Manager
12:30 – 13:00	CISO Conversations	Clive Finlay , CTO International
13:00 – 14:00	Lunch	
14:00 – 14:30	Control the Cloud	Prateek Temkar , Product Manager
14:30 – 15:00	Goodbye VPN, Hello ZTNA	Stanislav Elenkrich , Product Manager
15:00 – 15:30	Coffee & Networking	
15:30 – 16:00	Symantec Enterprise Cloud Sales Proven Professional Online Test (Laptop or Tablet Required)	Richard Carlson , Leader Global Partner Enablement Clive Gladwin , Security Transformation Architect
16:00 – 16:15	Sell Forward	Clive Gladwin , Security Transformation Architect

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16:15 – 16:30	Daily Review & Instructions For the Last Session of the Day	Clive Gladwin , Security Transformation Architect
16:30 – 17:30	Symantec Enterprise Cloud Sales Certified Expert: Round Table Pitch Perfect	Clive Finlay , Clive Gladwin, Richard Carlson, Mattias Johnson , Solution Engineer Laszlo Gras , Information Security Solutions Engineer
17:30	Close/Finish	

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WED – 8 FEB: SALES ENABLEMENT SESSION – IDENTITY / PAM – PARALELO

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement – Plenary for All Delegates	Richard Carlson , Leader Global Partner Enablement Also Participating in This Track: Shawn Sprague, Head of Solution Engineering, Identity Security
09:15 – 09:30 <i>Paralelo</i>	Introduction To The Session Agenda, Expectations and Speaker Profiles	Illir Bejko , Senior Principal Security Consultant
09:30 – 10:00	Introduction to Broadcom IAM Solution	Eduard Palomeras , Specialist Solutions Architect
10:00 – 10:30	OnePAM Overview of the OnePAM Solution, High Level Description of Privileged Administration Needs, and the Broadcom Solution	
10:30 – 11:00	OnePAM Licensing & Positioning Discussion of New Licensing Model and Upgrade Paths for the OnePAM Suite	
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	Siteminder Overview Overview of the Siteminder Solution, High Level Description of the Market Opportunities and How to Deploy the Solution's Functionalities	
12:30 – 13:00	Siteminder Licensing & Positioning Explanation of the New Siteminder SKU and the Positioning of the Solution	
13:00 – 14:00	Lunch	

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Identity Suite Overview, Licensing & Positioning

14:00 – 15:00

Overview of the Identity Governance and Administration Solution, High Level Description of Identity Administration Disciplines, and Overview of the Broadcom Solution. Positioning of the Solution, Licensing and Deployment Options

15:00 – 15:30

Coffee & Networking

15:30 – 16:00

Introduction To the Next Generation IAM Solution

16:00 – 17:00

How to Approach Your Customer for the Next IAM Solution

Description of the Steps to Introduce Your Customers to the New Security Services Platform, Without Breaking With the Existing Solution

17:00 – 17:30

Q/A

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WED – 8 FEB: SALES ENABLEMENT SESSION – APIM – PASEO DE GRACIA

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement – Plenary for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 10:15 <i>Paseo de Gracia</i>	Introduction to the Layer7 API Management Solution	Sean O’Connell , APIM Technical Lead
10:15 – 11:00	Update on Broadcom API Management Strategy	Aran White , Head of Product Management
11:00 – 11:30	Coffee & Networking	
11:30 – 12:00	Competing in a Crowded API Market Landscape: Objection Handling	Sean O’Connell , APIM Technical Lead
12:00 – 12:30	How Are Our Customers Using the Broadcom API Management Solution: Typical Use Case Scenarios	Sean O’Connell , APIM Technical Lead
12:30 – 13:00	Broadcom Layer7 API Management Licensing Models	Marco Cannone , EMEA APIM Solution Engineer
13:00 – 14:00	Lunch	
14:00 – 15:00	Why Do We Win? Some Typical Success Stories	Partner and Broadcom Team
15:00 – 15:30	Coffee & Networking	
15:30 – 16:15	Adopting a Cloud Strategy – Top 10 Customer Considerations	Sean O’Connell , APIM Technical Lead
16:15 – 17:00	Partner Panel Discussion – Using Broadcom API Management in the Real-World	Aran White , Head of Product Management

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WED – 8 FEB: SALES ENABLEMENT SESSION – DEVOPS/ITOM – RAMBLAS D

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement – Plenary for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 09:35 <i>Ramblas D</i>	Welcome to DevOps/ITOM Sales Enablement Introduction to Session Agenda	Ashish Aggarwal , Head of Product, Infrastructure Observability, DX UIM Cihan Ankara , Principal Solutions Engineer DevOps Corey Cohen , APM Business and Strategy Lead Stephen D’Arcy , Solution Engineer for UIM Sean McCammon , Client Services Consultant APM
09:35 – 10:00	Introduction To DevOps Solutions	Cihan Ankara , Principal Solution Engineer, DevOps
10:00 – 10:45	Overview of TDM & ARD	Cihan Ankara , Principal Solution Engineer, DevOps
10:45 – 11:00	TDM & ARD Licensing Models & Positioning	Cihan Ankara , Principal Solution Engineer, DevOps
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	Service Virtualisation Overview	Cihan Ankara , Principal Solution Engineer, DevOps
12:30 – 13:00	SV Licensing Models & Positioning	Cihan Ankara , Principal Solution Engineer, DevOps
13:00 – 14:00	Lunch	
14:00 – 14:30	DX UIM Overview: Three Pillars of Infrastructure Management	Ashish Aggarwal , Head of Product, Infrastructure Observability, DX UIM

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14:30 – 15:00	DX UIM SKU, Device Calculation & Migration Tool	Ashish Aggarwal , Head of Product, Infrastructure Observability, DX UIM
15:00 – 15:30	Coffee & Networking	
16:00 – 16:30	APM Overview & Positioning	Cohen Corey , APM Business and Strategy Lead
16:30 – 17:30	APM Licensing Models	Cohen Corey , APM Business and Strategy Lead

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WED – 8 FEB: SALES ENABLEMENT SESSION – MAINFRAME SOLUTIONS – LES CORTS

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement	Plenary for All Delegates Richard Carlson , Leader Global Partner Enablement
09:30 – 09:45 <i>Les Corts</i>	Introduction MSD	All Broadcom Mainframe Solutions Division Staff
09:45 – 10:30	Broadcom Mainframe Modernisation Strategy	Antonio Diaz , Manager Mainframe Business Specialists John Kampman , Strategic Alliances
10:30 – 11:00	Broadcom Mainframe License Models	Alejandro Muñoz , Mainframe Business Specialist
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	Trainings and Learnings Available for Broadcom Customers.	Magdalena Moilanen , Mainframe Education Program Manager
12:30 – 13:00	Recap Morning Sessions and Q&A	
13:00 – 14:00	Lunch	
14:00 – 15:00	Host Bridge: How to Start a Conversation, Sales Speeches, and Basics.	Scott Brod , Mainframe SME and Technical Adviser
15:00 – 15:30	Coffee & Networking	
15:30 – 16:30	CA1 Flexible Storage	Mark Warren , Product Marketing Engineer
16:00 – 17:30	MRI and Software Rationalisation Report. How It Works, Capabilities, Benefits, and How to Obtain Client Attention.	Libor Cerny , Mainframe Solutions Leader
17:30 – 17:45	Closing Remarks	

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AGENDA SNAPSHOT – **THURSDAY, 9 FEBRUARY 2023** – **PRESALES ENABLEMENT**

Presales and Technical Experts: If you are interested in the latest curriculum of technical education and training designed to keep your skills up-to-date and give you insight into the latest technology innovations, then opt for the Presales Enablement sessions 9 – 10 February.

TIME	SESSION NAME	PRESENTERS
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08:45 – 09:15 <i>Ramblas</i>	Welcome To Presales Enablement – Plenary for All Delegates – Except for Symantec Track	Richard Carlson , Leader Global Partner Enablement
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DETAILED SESSION AGENDAS BELOW

09:30 – 17:30 <i>Gran Via A</i>	NetOps Presales Enablement	Helen Burke , Appneta Specialist, Solution Engineering Seth Differ , Senior Manager Solution Engineering Magdalena Domagalik , Senior Product Line Manager NetOps Frederic Estienne , Senior Product Line Manager Nestor Falcon Gonzalez , NetOps Field CTO Team Jan Gonsalves , Senior Engineering Manager Rich Lankester , NetOps Partner Leader Arnold Hoogerwerf , NetOps Field CTO Team
09:30 – 17:30 <i>Gran Via B</i>	ValueOps Presales Enablement	Dan Rice , Leader Focus Partner Strategy Stefania D'Alessandro , ValueOps Solution Engineer Fridgeir Eyjolfsson , ValueOps Solution Engineer Marc Leijten , Advisor – Value Stream Management
09:30 – 17:30 <i>Gran Via C</i>	Automation Presales Enablement	Sven Schumacher , Partner Leader Jonathan Hiatt , Solution Engineer Dave Kellermanns , Global Advisor Rajeev Kumar , Head of Products Grant Williams , Sales Specialists Lead
08:30 – 17:30 <i>Diagonal</i>	Symantec Enterprise Cloud Presales Enablement	Stanislav Elenkrich , Product Manager Gavin Fulton , Product Manager Clive Gladwin , Security Transformation Architect Laszlo Gras de Molins Hars , Information Security Solutions Engineer Mattias Jonson , Solution Engineer Prateek Temkar , Product Manager

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Pepe Sánchez Ayra, Senior Network System Engineer
Henk Van Achterberg, Product Manager

09:30 – 17:30
Paralelo

Identity/PAM Presales Enablement

Ilir Bejko, Senior Principal Consultant
Jordi Gascon, Head Identity Solutions
Eduard Palomer, Specialist Sol. Architect
Shawn Sprague, Head of Solution Engineering, Identity Security

09:30 – 17:00
Paseo de Gracia

APIM Presales Enablement

Marco Cannone, EMEA Solution Engineer
Sean O'Connell, APIM Technical Lead
Aran White, Head of Product Management

09:30 – 17:30
Ramblas D

DevOps/ITOM Presales Enablement

Ashish Aggarwal, Head of Product, Infrastructure Observability, DX UIM
Cihan Ankara, Principal Solutions Engineer DevOps
Corey Cohen, APM Business and Strategy Lead
Stephen D'Arcy, Solution Engineer for UIM

09:30 – 17:00
Les Corts

Mainframe Solutions One-on-One Meetings

Scott Brod, Mainframe SME and Technical Advisor
Antonio Diaz, Manager Mainframe Business Specialists
John Kampmann, Global Mainframe Business Specialist, Strategic Alliances
Alejandro Muñoz, Mainframe Business Specialist
Magdalena Moilanen, Mainframe Education Program Manager
Mark Warren, Product Marketing Engineer
Libor Cerny, Mainframe Solutions Leader

DETAILED SESSION AGENDAS BELOW

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THURS – 9 FEB: PRESALES ENABLEMENT SESSION – NETOPS – GRAN VIA A

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Presales Enablement Plenary Session for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 10:00 <i>Gran Via A</i>	Certify on the Experience-Driven NetOps Whiteboard	Arnold Hoogerwerf , NetOps Field CTO Team
10:00 – 10:30	AppNeta – Moving from Discovery to Demo	Seth Differ , Senior Manager Solution Engineering
10:30 – 11:00	AppNeta – Deconstructing the Demo, Objection Handling, Tag Team Between Sales/Presales	Seth Differ , Senior Manager Solution Engineering Helen Burke , Appneta Specialist, Solution Engineering
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	AppNeta PoC – Setting Up The PoC	Seth Differ , Senior Manager Solution Engineering Helen Burke , Appneta Specialist, Solution Engineering
12:30 – 13:00	AppNeta – PoC Deep Dive	Seth Differ , Senior Manager Solution Engineering Helen Burke , Appneta Specialist, Solution Engineering
13:00 – 14:00	Lunch	
14:00 – 15:00	NetOps Integrations/APIs	Nestor Falcon Gonzalez , NetOps Field CTO Team
15:00 – 15:30	Coffee & Networking	
15:30 – 16:30	Advanced Traffic Engineering Overview (AKA Advanced Flow Solution)	Jan Gonsalves , NetOps Senior Engineering Manager Nestor Falcon Gonzalez , NetOps Field CTO Team
16:30 – 17:30	NetOps & AppNeta Wrap-up	Seth Differ , Senior Manager Solution Engineering Rich Lankester , NetOps Partner Leader

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THURS – 9 FEB: PRESALES ENABLEMENT SESSION – VALUEOPS – GRAN VIA B

TIME	SESSION NAME	PRESENTER
08:45 – 09:15 <i>Ramblas</i>	Welcome To Presales Enablement Plenary Session for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 10:00 <i>Gran Via B</i>	Rally vs Jira Demo	Fridgeir Eyjolfsson , ValueOps Solution Engineer
10:00 – 10:30	Rally Roadmap	Fridgeir Eyjolfsson , ValueOps Solution Engineer
10:30 – 11:00	Partner Spotlight: Leveraging Add-Ons	Rego Consulting in Conversation with Farouk Al-Shorafa, Global Go-To-Market Leader – Strategic Partnerships
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	Clarity MUX Staffing Best Practices - Demo	Stefania D'Alessandro , ValueOps Solution Engineer Marc Leijten , Advisor - Value Stream Management
12:30 – 13:00	Voice of the Partners	TBD
13:00 – 14:00	Lunch	
14:00 – 15:00	VSM Hands-on: Clarity Connections Part 1 Object and Field Mapping	Stefania D'Alessandro , ValueOps Solution Engineer Marc Leijten , Advisor - Value Stream Management
15:00 – 15:30	Coffee & Networking	
15:30 – 16:00	VSM Hands-on: Clarity Connections Part 2 OKR's Cookbook	Stefania D'Alessandro , ValueOps Solution Engineer Marc Leijten , Advisor - Value Stream Management
16:00 – 17:00	VSM Whiteboard Playback / Certification	Attendees

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17:00 – 17:30

Momentum Retrospective & Feedback

“Sticky Notes” Board – Review of Contributions

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THURS – 9 FEB: PRESALES ENABLEMENT SESSION – AUTOMATION – GRAN VIA C

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Presales Enablement – Plenary for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 11:00 <i>Gran Via C</i>	How to Enable Yourself for Cloud Automation	Dave Kellermanns , Global Advisor, Automation CTO Team
11:00 – 11:30	Coffee & Networking	
11:30 – 13:00	How to Demo Cloud Automation	Dave Kellermanns , Global Advisor, Automation, CTO Team
13:00 – 14:00	Lunch	
	How to Enable Yourself for Automic Automation Intelligence (AAI)	
14:00 – 15:00	Run Through the AAI Integration with Automic (Connector, Installation Considerations and Prerequisites, Install Process, Defining the Automic Automation Client to AAI, Basic Troubleshooting)	Jonathan Hiett , Solution Engineer
15:00 – 15:30	Coffee & Networking	
15:30 – 16:15	Creating an Automic SLA in AAI: A key Knowledge Requirement (Object Parentage, Plus Linking Objects between Workflows and Schedules to Ensure the Correct Monitoring Is in Place)	Jonathan Hiett , Solution Engineer
16:15 – 17:15	How to Demo Automic Automation Intelligence (AAI)	Jonathan Hiett , Solution Engineer
17:15 – 17:30	Wrap-Up	Sven Schumacher , Automation Partner Leader

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THURS – 9 FEB: PRESALES ENABLEMENT SESSION – SYMANTEC ENTERPRISE CLOUD – DIAGONAL

TIME	SESSION NAME	PRESENTERS
08:30 – 08:45 <i>Diagonal</i>	Symantec Enterprise Cloud Certification Requirements.	Richard Carlson , Leader Global Partner Enablement
08:45 - 09:00 <i>Diagonal</i>	Introduction to the Session Agenda	Clive Gladwin , Security Transformation Architect
09:00 – 10:00	Threat Intelligence, Including Symantec APIs, the Data Feed and Our Cloud Unified Threat Protection Road Map	Henk Van Achterberg , Product Manager
10:00 – 11:00	Symantec Web Protection: Architecture and Key Technical Capabilities	Pepe Sánchez Ayra , Principal Solution Engineer
11:00 – 11:30	Coffee & Networking	
11:30 – 13:00	Zero Trust Network Access Under the Covers, Use Cases Demonstrations and Product Roadmap	Stanislav Elenkrich , Product Manager
13:00 – 14:00	Lunch	
14:00 – 15:00	Symantec Web Isolation: Architecture and Key Technical Capabilities.	Clive Gladwin , Security Transformation Architect Pepe Sánchez Ayra , Principal Solution Engineer
15:00 – 15:30	Coffee & Networking	
15:30 – 17:00	CloudSOC, Detailed Technical Overview of Symantec's Cloud Access Security Broker and Roadmap	Prateek Temkar , Product Manager
17:00 – 17:30	Q&A	All Presenters

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THURS – 9 FEB: PRESALES ENABLEMENT SESSION – IDENTITY / PAM – PARALELO

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Presales Enablement Plenary Session for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 10:00 <i>Paralelo</i>	Identity Fabrics Introduction to the New Broadcom IAM Stack, Based on a Micro Services Architecture and Following a Cloud-First Approach	Iir Bejko , Senior Principal Consultant Eduard Palomeras , Specialist Solution Architect Shawn Sprague, Head of Solution Engineering, Identity Security
10:00 – 10:30	Identity Fabrics Our world of Digital Business is Different today, yet some organisations have to embrace and capitalise on the disruption that has taken place thanks to mobility and digital transformation. A fresh approach is needed where IAM is integrated into the fabric of applications. Learn what is needed to bring identity services closer to your applications and transition to the new micro-perimeter environments to help enable the business while providing the necessary level of protection.	
10:30 – 11:00	Demo SSP/AuthHub Demo of the Authentication Services of the New Security Service Platform (SSP)	
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	OnePAM Introduction Introduction to the Broadcom Privileged Access Management Solution. The Content is Targeted at an Audience That Is new to the Broadcom OnePAM Solution and Those Who Wish to Receive a Refresher	
12:30 – 13:00	OnePAM Roadmap Update on the latest development around the OnePAM solution such as the unified appliance for PAM and PAM SC, Secret Management etc.	

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13:00 – 14:00

Lunch

14:00 – 15:00

OnePAM Demo

15:00 – 15:30

Coffee & Networking

15:30 – 16:00

Siteminder Introduction

Introduction to SiteMinder, a solution that secures the modern enterprise through a unified access management platform that applies the appropriate authentication mechanism to positively identify users; enables single sign-on and identity federation for seamless access; enforces real-time security policies to prevent unauthorised access; and monitors and manages user activity to enable continuous identity verification and prevent session hijacking.

16:00 – 17:00

Siteminder Roadmap

Update on the Latest Development of Siteminder Such as Integration With SSP/AuthHub, Container/Kubernetes Form Factor etc.

17:00 – 17:30

Identity Suite Update

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THURS – 9 FEB: PRESALES ENABLEMENT SESSION – APIM – PASEO DE GRACIA

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Sales Enablement – Plenary for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 10:00 <i>Paseo de Gracia</i>	How to Demo the Portal To Your Customer?	Sean O’Connell , APIM Technical Lead
10:00 – 10:30	How to Demo the API Gateway?	Aran White , Head of Product Management
10:30 – 11:00	Introduction to the OTK Latest Version	Marco Cannone , EMEA APIM Solution Engineer
11:00 – 11:30	Coffee & Networking	
11:30 – 12:15	Introduction and Demo Graphman for API Policy Management	Marco Cannone , EMEA APIM Solution Engineer
12:15 – 13:00	Mobile API Gateway & SDK Recap With Available Resources	Sean O’Connell , APIM Technical Lead
13:00 – 14:00	Lunch	
14:00 – 15:00	Move2Cloud Strategy of API GWs	Marco Cannone , EMEA APIM Solution Engineer Aran White , Head of Product Management
15:00 – 15:30	Coffee & Networking	
15:30 – 16:15	Technical Roadmap Update with First Look at V11 Debian Appliance Demo	Aran White , Head of Product Management
16:15 – 16.30	Available Learning Resources – Broadcom Community, API Academy, IMS Academy	Sean O’Connell , APIM Technical Lead
16:30– 17:00	Partner Panel Discussion – Using Broadcom API Management in the Field	All

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THURS – 9 FEB: PRESALES ENABLEMENT SESSION – DEVOPS / ITOM – RAMBLAS D

TIME	SESSION NAME	PRESENTERS
08:45 – 09:15 <i>Ramblas</i>	Welcome To Presales Enablement Plenary Session for All Delegates	Richard Carlson , Leader Global Partner Enablement
09:30 – 09:35 <i>Ramblas D</i>	Welcome To DevOps/ITOM Presales Enablement	Cihan Ankara , Principal Solutions Engineer DevOps Ashish Aggarwal , Head of Product, Infrastructure Observability, DX UIM Corey Cohen , APM Business and Strategy Lead Stephen D’Arcy , Solution Engineer for UIM
09:35 – 10:00	DevOps Messaging	Cihan Ankara , Principal Solutions Engineer, DevOps
10:00 – 10:30	Overview of TDM/ARD & Roadmap	Cihan Ankara , Principal Solutions Engineer, DevOps
10:30 – 11:00	Overview of Service Virtualisation & Roadmap	Cihan Ankara , Principal Solutions Engineer, DevOps
11:00 – 11:30	Coffee & Networking	
11:30 – 12:00	Use Cases	Cihan Ankara , Principal Solutions Engineer, DevOps
12:00 – 13:00	TDM, SV & ARD Demo	Cihan Ankara , Principal Solutions Engineer, DevOps
13:00 – 14:00	Lunch	
14:00 – 15:00	DX UIM Use Cases and Demos	Ashish Aggarwal , Head of Product, Infrastructure Observability, DX UIM Steve D’Arcy , Solution Engineer, UIM
15:00 – 15:30	Coffee & Networking	
15:30 – 16:00	DX UIM Vision, Strategy & Roadmap	Ashish Aggarwal , Head of Product, Infrastructure Observability, DX UIM

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16:00 – 17:00

Overview of APM NS Demo

Corey Cohen, APM Business and Strategy
Lead

17:00 – 17:30

APM Roadmap

Corey Cohen, APM Business and Strategy
Lead

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AGENDA SNAPSHOT – **FRIDAY, 10 FEBRUARY 2023** – PRESALES ENABLEMENT

TIME	SESSION NAME	PRESENTERS
09:00 – 15:30 <i>Diagonal</i>	Symantec Enterprise Cloud Presales Enablement	Richard Carlson , Leader Global Partner Enablement Gavin Fulton , Product Manager Clive Gladwin , Security Transformation Architect Laszlo Gras de Molins , Information Security Solutions Engineer Pepe Sánchez Ayra , Senior Network System Engineer

DETAILED SESSION AGENDA BELOW

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FRI – 10 FEB: PRESALES ENABLEMENT SESSION – SYMANTEC ENTERPRISE CLOUD – DIAGONAL

TIME	SESSION NAME	PRESENTERS
09:00 – 09:15 <i>Ramblas</i>	Recap of Day 4	Clive Gladwin , Security Transformation Architect
09:15 – 09:45 <i>Diagonal</i>	CloudSOC Integrations & XDR	Laszlo Gras De Molins , Principal Solution Engineer
09:45 – 10:30	Endpoint Detection & Response, Adaptive Incidents, Threat Hunting, Incident Investigation & Road Map.	Gavin Fulton , Product Manager
10:30 – 11:00	Endpoint Security Roadmap	Gavin Fulton , Product Manager
11:00 – 11:30	Coffee & Networking	
11:30 – 12:30	Data Loss Prevention Deep Dive	Laszlo Gras De Molins , Principal Solution Engineer
12:30 – 13:00	Demonstration: Data Loss Prevention	Laszlo Gras De Molins , Principal Solution Engineer Clive Gladwin , Security Transformation Architect
13:00 – 14:00	Lunch	
14:00 – 14:30	Agentless Protection for Cloud Services With Symantec Mirror Gateway	Laszlo Gras De Molins, Principal Solution Engineer
14:30 – 15:00	Wrap Up & Prize Draw (Winners Need to Be in the Room)	Richard Carlson , Leader Global Partner Enablement Clive Gladwin , Security Transformation Architect Laszlo Gras de Molins , Principal Solution Engineer Pepe Sánchez Ayra , Senior Network System Engineer
15:00 – 15:30	Coffee & Networking	

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15:30

**Broadcom Partner Momentum Summit 2023
Closes**
