the Availability Digest

HP Discover 2011
March 2011

New this year is the HP Discover 2011 conference to be held in Las Vegas in June. HP is combining its two annual shows into a single event servicing all HP users. In the past, the Connect/HP Technology Forum focusing on HP systems and the Vivit/HP Software Universe focusing on management solutions were separate events. This year, everyone can enjoy education in all areas in one venue.

The five-day conference will include general-session and track keynote speeches, breakout sessions, hands-on labs, and demonstrations. The conference content is organized into five major tracks:

- Solutions
- Industries
- Product/Services
- Software
- Services

HP's CEO, Léo Apotheker, and other top HP executives will host general-session keynote addresses. Each track will be introduced by a track keynote session. Free Prometric certification will be available.

The conference will wrap up with a live concert by Paul McCartney.

Full details for the conference can be found on the Discover 2011 web site.

Venue

HP Discover 2011 will be held at the Venetian and Palazzo hotels on the Las Vega strip from June 6th to June 10th. Reduced conference room rates are available.

Agenda

The five-day agenda is organized as follows:

Monday, June 6:
8:00 am	registration open
4:00 pm	opening general session
6:00 pm	evening reception

Tuesday, June 7:
        8:00 am   general session
        10:30 am   track keynote sessions
        11:30 pm   sessions and exposition
        1:30 pm   track keynote sessions
        6:00 pm   community night

Wednesday, June 8:
        8:00 am   sessions and exposition
        6:00 pm   community night

Thursday, June 9:
        8:00 am   sessions and exposition
        3:00 pm   general session
        6:00 pm   pre-concert reception
        8:00 pm   Paul McCartney concert

Friday, June 10:
        8:00 am   closing session
        12:00 pm   conference close

Tracks

The breakout sessions are organized into several tracks. The thirty-one tracks are grouped into five major tracks as noted above. The tracks include:

Solutions Tracks:
- Application Transformation
- Converged Infrastructure
- Enterprise Security
- Cloud
- Information Optimization
- Mobility

Industries Tracks:
- Automotive and Aerospace
- Communications, Media, and Entertainment
- Energy
- Financial Services
- Healthcare and Life Sciences
- High Tech and Electronics
- Public Sector
- Retail and Consumer Goods
- Transportation and Logistics

Product/Services:
- Business Critical Systems
- Industry Standard Servers
- Storage
- Networking
- Software
- Services

Software:
- Cross-IT Management Solutions
- Application Lifecycle Management
- Unified Operations
- Information Governance
- Security and Risk
- Business Intelligence and Analytics

Services
- Infrastructure Technology Outsourcing
- Application Services and Business Process Outsourcing
- Industry Specific Services
- Mission Critical Services

Over 750 speakers, 82% of them from HP, will be giving the breakout sessions.

Communities

Discover 2011 addresses the needs of several communities of HP users:

- *Connect*, which represents 50,000 users in the HP business technology community. Connect covers seventy countries with forty regional user groups and eighteen Special Interest Groups.

- *Vivit*, representing the HP software users' community. Vivit comprises forty-eight regional groups around the world.

- *HP ExpertONE*, representing HP certified professionals.

- *HP Software Solutions Community*, open at no charge to all HP users.

The Connect/Vivit Party

Connect and Vivit will be sponsoring a party for all members on the night of Tuesday, June 7th. The party will be held at Lagasse's Stadium, a fancy sports bar in the Palazzo hotel .

The Partner Summit

A Partner Summit for HP partners will be held on Monday, June 6th. It comprises a morning session and several afternoon super sessions designed specifically for different groups of partners. The four super sessions are organized by vendor type:

- Agility Alliance partners
- ISV, SI, hardware, and Telco partners.
- Value Added Reseller and Distributor partners.
- Software partners

The 2011 HP Software Partner awards will be presented.

Registration Fees

Until March 31st, the early-bird registration fee for Discover 2011 is $1,595. Thereafter, it is $1,795. Onsite registration is $1,995.

Groups of more than 10 and members of Connect, Vivit, and ExpertOne receive a discounted registration fee of $1,495. Connect membership costs $50 and Vivit membership costs $150 (to be eligible for event discounts). Either one saves you $300 on the registration fee after March 31. It pays to join a user community.

The European Discover 2011

Discover 2011 will be repeated in Vienna, Austria, from November 29th to December 1st.

Summary

Discover 2011 is the new look for HP conferences. It has moved from user-guided events to an HP marketing event. As such, there is something to be learned about HP's plans for everyone involved in the HP community.