

VMWORLD® 2012

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PARTNER GUIDE

August 26 - August 30

Moscone Center

San Francisco, CA

Welcome Partners

The premier virtualization and cloud computing event of the year is better than ever for VMware Partners. VMworld Partner Track, Technology Exchange for Alliance Partners and other special Partner events are being hosted at the Moscone Center in San Francisco. Attend special partner events throughout VMworld to dive deep into the topics you and your business care most about.

How to Use This Guide

We've designed our Partner Guide to recommend high-value sessions for both Partner Track and VMworld based on your partner type and job role. Use this Guide along with the online Content Catalog and Schedule Builder tools to view a full listing of sessions, organize your days, and register for the sessions you want to attend. Most sessions will be repeated at least once and we will be adding additional sessions based on popularity.

Remember, you must pre-register in order to get access to any session. Visit www.vmworld.com and log into Schedule Builder to pre-register for the sessions you want to attend. Search for recommended sessions in this Guide using the keyword search by Session ID.



For more information visit our Mobile Site.

Our mobile site has an easy to use schedule at your finger tips. Stay updated with this convenient Mobile Web Page. Search for recommended sessions in this App using the keyword search by Session ID.

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Partner Track Sessions

Monday, August 27 – Thursday, August 30

More than 20 sessions designed to enable you to successfully sell and deploy VMware solutions. These sessions are designed with a PAR session ID.

Technology Exchange for Alliance Partners

Monday, August 27 – Thursday, August 30

Integrated into VMworld as a track, with over 20 sessions to help you learn how to build and deliver solutions on VMware platforms with APIs, tools and resources available for public and or/private clouds.

Partner Lounge

Monday – Tuesday 10:30am-6:00pm

Wednesday 9:00am-6:00pm and Thursday 10:00am-3:00pm

Moscone West – 3rd Floor Atrium Lobby

Need a place to recharge, have a meeting with peers, or learn about new partner initiatives? Visit our Partner Lounge, located at Moscone West – 3rd Floor Atrium Lobby. Are you a VCP? Be sure to stop by the Partner Lounge and pick up your VMware Certified Professional lapel pin.

Training and Certification Opportunities

Take advantage of VMware Training opportunities to further your professional development and increase your success selling and supporting VMware solutions.

Pre-Conference Training

August 22-26, Westin St. Francis

These pre-conference training courses are your chance to sharpen your skills with with VMware solutions. You do not need to attend VMworld to attend pre-conference training.

Certification Exam Center

Monday-Tuesday, 10:30 – 6:30, Wednesday 8:30-6:00 and Thursday 10:30-6:00

San Francisco Marriott Marquis

Don't forget to leverage your partner benefits when you attend VMworld and automatically be eligible to get 50% off a variety of VMware certification exams.

During VMworld, from August 27-30, you can sit for any of the following exams:

- * VMware Certified Professional (VCP)*
- * VMware Certified Associate (VCA-DT)
- * VMware Certified Professional - Desktop (VCP-DT)*
- * VMware Certified Advanced Professional - Datacenter Design (VCAP-DCD)*
- * VMware Certified Advanced Professional - Datacenter Administration (VCAP-DCA)

**Exam counts toward partner program requirements*

Join us at VMware Partner Exchange 2013. Pre-Register at
www.vmwarepartnerexchange.com

Partner Types

➤ Corporate Reseller

Corporate resellers are large partners with national and worldwide coverage in multiple sales segments. These partners typically have large call centers and offer customers the full range of VMware solutions.

➤ Distributor

Distributors offer a broad range of services and support to resellers, Value-added services such as credit, financing, marketing support, promotions, and training enabling resellers to meet their technology goals.

➤ Consulting and Integration Partners

These global partners offer unique services to help transform IT organizations and achieve maximum value from cloud computing and virtualization initiatives.

➤ Global OEM Alliance

Global Alliance Partners integrate or OEM their hardware and software with VMware technology, support their products running on VMware virtual machines and co-sell and/or resell VMware products.

➤ Service Provider

This program is ideal for hosting providers, service providers, Internet Service Providers (ISPs) or other companies that acquire and use VMware software to provide cloud and virtualization infrastructure and operations services to a third-party end customer or multiple third-party end customers in hosted environment.

➤ Solution Provider

A Solution Provider's primary business model combines technology expertise along with services to design, plan and deploy sophisticated virtualization and cloud solutions.

➤ Technology Alliance Partner

Commercial software and hardware vendors that develop and market integrated and supported VMware solutions.

Schedule

Sunday, August 26

8:00am - 7:00pm	Registration
11:00am - 8:00pm	Hands-on Labs
4:00pm - 7:00pm	Welcome Reception in Solutions Exchange

Monday, August 27

6:00am - 6:00pm	Registration
8:30am - 10:00am	General Session
10:30am - 6:00pm	Partner Lounge Open
10:30am - 6:00pm	Solutions Exchange
10:30am - 6:00pm	Breakout Sessions
10:30am - 8:00pm	Hands-on Labs
11:30am - 2:00pm	Lunch

Tuesday, August 28

7:00am - 6:00pm	Registration
7:00am - 7:00pm	Hands-on Labs
8:30am - 10:00am	General Session
10:30am - 6:00pm	Partner Lounge Open
10:30am - 6:00pm	Solutions Exchange
10:30am - 6:00pm	Breakout Sessions
11:30am - 2:00pm	Lunch
4:30pm - 6:00pm	Hall Crawl in Solutions Exchange

Wednesday, August 29

7:00am - 6:00pm	Registration
7:00am - 7:00pm	Hands-on Labs
8:00am - 5:00pm	Breakout Sessions
9:00am - 6:00pm	Partner Lounge Open
10:00am - 5:00pm	Solutions Exchange
11:30am - 2:00pm	Lunch
7:00pm - 10:00pm	VMworld Party

Thursday, August 30

7:00am - 3:00pm	Registration
7:00am - 3:00pm	Hands-on Labs
9:00am - 10:00am	General Session
10:00am - 3:00pm	Partner Lounge Open
10:30am - 3:00pm	Breakout Sessions
11:30am - 2:00pm	Lunch

Business Solutions | Top Sessions & Labs

Monday, August 27

ITT1918	Is My Organization Ready to Reap the Benefits of the Cloud?
OPS-CIM3047	ITBM in Practice in the Financial Services World
OPS-CSM2258	Industry Leaders Share the Impact of Their Cloud Deployments
PAR1469	The Value of Partner Specialization at VMware
PAR1895	Creating a Highly Profitable Virtualization Practice with VMware Go Pro
PAR2202	Selling VMware Private Clouds in Competitive Environments
PAR3212	How to Profit with VMware's Cloud Solutions

Tuesday, August 28

EUC1453	Managing From the Middle with Horizon
ITT3244	Planning and Measuring the Impact of Cloud: IT Metrics that Matter
PAR1618	Beyond vSphere: Partner Return on Investment
PAR1782	Selling vCenter Operations Management in Competitive Environments
PAR3211	License to Win: How to Successfully Acquire New Customers
PAR3213	Sales Growth in Cloud Computing with Solution Competencies
PAR3214	Build Your Business Selling VMware Management: Why Invest in Management? New Programs for Success (part 1 of 3)

Wednesday, August 29

EUC1494	Plug and Scale "View Appliance"
INF-SEC2189	A Disruptively Simple Approach to Building Trusted Clouds at Low Cost
OPS-CIM2752	From Infrastructure to Applications – The Next Step in Your Cloud Journey
PAR1462	Build Your Business Selling VMware Management: Technical Sales Overview (Part 3 of 3)
PAR1503	Accelerate Your Business and Increase Profitability: Leveraging VMware Partner Programs
PAR2146	Disaster Recovery to the Cloud using SRM – Opportunities for Partners
PAR2437	State of Renewals: Accelerating Partner Success
PAR2169	Overcoming Objections and How to Win with VMware View 5.1 (Competitive)
PAR2674	Opening up the SMB Market with the Zimbra Software Virtual Appliance for Email and Collaboration
PAR2972	Build Your Business Selling VMware Management: Sales Overview (Part 2 of 3)
PAR3210	Jumpstart Your Desktop Virtualization Business: A Step by Step Guide

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Advanced Technical | Top Sessions & Labs

Thursday, August 30

- EUC1460** An Insider's Guide to Desktop Virtualization: A Virtual Reality Check

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INF-SEC2031	Building YOURcloud: The U.S. Government's First Secure Hybrid Community Cloud
INF-VSP1423	esxtop for Advanced Users
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ITT3242	Managing Cloud Security, Compliance, and Risk Management

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APP-CAP2177	Cloud Foundry Bootcamp
APP-CAP2860	10 Reasons VMware vSphere Is the Best Place to Run Java
INF-BCO2147	VMware vCenter Site Recovery Manager - What's New and Technical Overview
INF-NET2207	VMware vSphere Distributed Switch—Technical Deep Dive
INF-STO2428	Flash as a Cache - Rethinking Virtualization
OPS-CIM2638	Essential IT Management Tasks for SMBs
OPS-CSM2083	What's New with VMware vCloud Director

Tuesday, August 28

APP-BCA1311	Virtualizing SAP : Design and Performance Management Guideline
APP-BCA1751	Virtualizing Oracle to Save on Licensing Costs
EUC1526	VMware Horizon: Upcoming Attractions and Roadmap
INF-BCO2982	Stretched Clusters and VMware vCenter Site Recovery Manager: How and When to Choose One, the Other, or Both
INF-NET1927	vCloud Networking: an Extensible and Open Platform
INF-SEC2813	Beyond the Hypervisor - Three Key Areas to Consider When Securing Your Cloud Infrastructure Platform
INF-VSP1475	VMware vSphere 5 Design Discussions
INF-VSP2203	Datacenter of the Future
OPS-CSM1930	VMware Private Cloud: OneCloud: Architecture and Best Practices
OPS-CSM3045	How to Run Amazon Web Services Workloads on Your vCloud

Wednesday, August 29

APP-CAP1644	The Changing Nature of Applications and vFabric Cloud Application Platform
INF-BCO2147	VMware vCenter Site Recovery Manager - What's New and Technical Overview
INF-NET1927	vCloud Networking: an Extensible and Open Platform
INF-NET2313	Software-Defined Networking and Security
OPS-CIM2638	Essential IT Management Tasks for SMBs
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PAR2172	Built to Last: Why VMware vCloud Should Be the Cornerstone of Your (Customer's) Private Cloud

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APP-BCA1311	Virtualizing SAP : Design and Performance Management Guideline
APP-CAP2956	Inside the Hadoop Machine
INF-BCO2982	Stretched Clusters and VMware vCenter Site Recovery Manager: How and When to Choose One, the Other, or Both
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INF-VSP2203	Datacenter of the Future

Advanced Technical | Top Sessions & Labs

Monday, August 27

- EUC1190** VMware View 5.1 Reference Architecture
- INF-NET1932** On Demand Virtual Network Gateway: vShield Edge
- INF-VSP1729** Understanding Virtualized Memory Performance Management

Tuesday, August 28

- APP-BCA1530** Virtualizing Highly Available SQL Servers
- APP-BCA1624** Virtualizing Oracle: An Architectural and Performance Deep Dive
- EUC1455** VMware Horizon Deep Dive and Best Practices
- INF-SEC1172** Using VMware vCloud Networking and Security and vCenter Configuration Manager to Achieve Better than Physical Security for Business Critical Apps
- INF-VSP1683** VMware vSphere Cluster Resource Pools Best Practices

Wednesday, August 29

- APP-BCA1530** Virtualizing Highly Available SQL Servers
- EUC1455** VMware Horizon Deep Dive and Best Practices
- EUC1797** Troubleshooting VMware ThinApp Applications
- INF-BCO2382** VMware vSphere HA Recommendations to Maximize Virtual Machine Uptime
- INF-NET1932** On Demand Virtual Network Gateway: vShield Edge
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Business Solutions | Top Sessions & Labs

Monday, August 27

Accelerate Your Business and Increase Profitability: Leveraging VMware Partner Programs

Tuesday, August 28

INF-BCO2167 DR to the Cloud with SRM and vSphere Replication - Discussion with VMware and Sungard

ITT3242 Managing Cloud Security, Compliance, and Risk Management

ITT3244 Planning and Measuring the Impact of Cloud: IT Metrics that Matter

PAR1896 Latest Approaches for SI's to Incorporate vFabric into Engagements

PAR1618 Beyond vSphere: Partner Return on Investment

PAR3211 License to Win: How to Successfully Acquire New Customers

Wednesday, August 29

APP-CAP2757 Accelerate Adoption by Leveraging IaaS for a Complete Deployment and Monitoring Lifecycle

EUC1494 Plug and Scale "View Appliance"

ITT3238 Taking Your Workloads to the Cloud: Why, How, and When?

OPS-CIM2752 From Infrastructure to Applications - The Next Step in Your Cloud Journey

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Technical | Top Sessions & Labs

Monday, August 27

APP-BCA1270 Virtualizing Oracle Database from Big Iron with Near-Zero Downtime

INF-BCO2147 VMware vCenter Site Recovery Manager - What's New and Technical Overview

INF-STO2428 Flash as a Cache - Rethinking Virtualization

Tuesday, August 28

APP-CAP1676 VMware vFabric tc Server Best Practices for Security, Stability and Sanity

APP-CAP2341 Accelerate Database Virtualization with VMware vFabric Data Director

APP-CAP2682 Build Your First Mobile Application... in the Cloud... in 60 Minutes

EUC1207 VMware ThinApp Implementation and Design Best Practices

EUC1542 vCenter Operations Manager for View: Next-Generation, Large-Scale Desktop Operations Management

INF-VSP1475 VMware vSphere 5 Design Discussions

INF-NET1927 vCloud Networking: an Extensible and Open Platform

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EUC1207 VMware ThinApp Implementation and Design Best Practices

EUC1542 vCenter Operations Manager for View: Next-Generation, Large-Scale Desktop Operations Management

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INF-NET2313 Software-Defined Networking and Security

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OPS-CIM2768 Application Management in the Real World

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INF-NET1932	On Demand Virtual Network Gateway: vShield Edge
INF-VSP1196	What's New with vCloud Director Networking
INF-VSP1423	esxtop for Advanced Users
INF-VSP1168	Architecting a Cloud Infrastructure
INF-VSP1729	Understanding Virtualized Memory Performance Management

Tuesday, August 28

APP-BCA1624	Virtualizing Oracle: An Architectural and Performance Deep Dive
INF-SEC1172	Using VMware vCloud Networking and Security and vCenter Configuration Manager to Achieve Better than Physical Security for Business Critical Apps
INF-VSP3046	What's New with Cloud Infrastructure Suite: From Management Application to Integrated Applications and Extensible Platform

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- PAR1469** The Value of Partner Specialization at VMware

- PAR3212** How to Profit with VMware's Cloud Solutions

- OPS-CSM2258** Industry Leaders Share the Impact of Their Cloud Deployments

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- INF-BCO2167** DR to the Cloud with SRM and vSphere Replication - Discussion with VMware and Sungard

- INF-BCO2655** VMware vSphere Fault Tolerance for Multiprocessor Virtual Machines— Technical Preview and Best Practices

- INF-STO1521** vSphere Storage Appliance – Deep Dive and Best Practices

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- OPS-CSM2083** What's New with VMware vCloud Director

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Tuesday, August 28

- APP-BCA1311** Virtualizing SAP : Design and Performance Management Guideline

- EUC1526** VMware Horizon: Upcoming Attractions and Roadmap

- EUC1542** vCenter Operations Manager for View: Next-Generation, Large-Scale Desktop Operations Management

- INF-BCO2982** Stretched Clusters and VMware vCenter Site Recovery Manager: How and When to Choose One, the Other, or Both

- INF-NET1927** vCloud Networking: an Extensible and Open Platform

- INF-VSP1475** VMware vSphere 5 Design Discussions

- INF-VSP2203** Datacenter of the Future

- OPS-CSM1930** VMware Private Cloud: OneCloud: Architecture and Best Practices

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INF-NET2313	Software-Defined Networking and Security
OPS-CSM2083	What's New with VMware vCloud Director
OPS-CIM2768	Application Management in the Real World
PAR2172	Built to Last: Why VMware vCloud Should Be the Cornerstone of Your (Customer's) Private Cloud

Thursday, August 30

APP-CAP2956	Inside the Hadoop Machine
INF-BCO2982	Stretched Clusters and VMware vCenter Site Recovery Manager: How and When to Choose One, the Other, or Both
INF-VSP2203	Datacenter of the Future

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Monday, August 27

EUC1190	VMware View 5.1 Reference Architecture
INF-NET1932	On Demand Virtual Network Gateway: vShield Edge
INF-VSP1168	Architecting a Cloud Infrastructure
INF-VSP1196	What's New with vCloud Director Networking
INF-VSP1729	Understanding Virtualized Memory Performance Management

Tuesday, August 28

APP-BCA1624	Virtualizing Oracle: An Architectural and Performance Deep Dive
INF-SEC1172	Using VMware vCloud Networking and Security and vCenter Configuration Manager to Achieve Better than Physical Security for Business Critical Apps
INF-VSP1683	VMware vSphere Cluster Resource Pools Best Practices
INF-VSP3046	What's New with Cloud Infrastructure Suite: From Management Application to Integrated Applications and Extensible Platform

Wednesday, August 29

APP-CAP1714	Next Generation Messaging: VMware vFabric RabbitMQ
EUC1797	Troubleshooting VMware ThinApp Applications
INF-BCO2382	VMware vSphere HA Recommendations to Maximize Virtual Machine Uptime
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Thursday, August 30

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EUC1460	An Insider's Guide to Desktop Virtualization: A Virtual Reality Check
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Monday, August 27

INF-SEC2031	Building YOURcloud: The U.S. Government's First Secure Hybrid Community Cloud
OPS-CIM3047	ITBM in Practice in the Financial Services World
OPS-CSM2258	Industry Leaders Share the Impact of Their Cloud Deployments
PAR1469	The Value of Partner Specialization at VMware
PAR1895	Creating a Highly Profitable Virtualization Practice with VMware Go Pro
PAR2202	Selling VMware Private Clouds in Competitive Environments
PAR3212	How to Profit with VMware's Cloud Solutions

Tuesday, August 28

EUC1453	Managing From the Middle with Horizon
INF-BCO2655	VMware vSphere Fault Tolerance for Multiprocessor Virtual Machines— Technical Preview and Best Practices
PAR1618	Beyond vSphere: Partner Return on Investment
PAR1782	Selling vCenter Operations Management in Competitive Environments
PAR1896	Latest Approaches for SI's to Incorporate vFabric into Engagements
PAR3211	License to Win: How to Successfully Acquire New Customers
PAR3214	Build Your Business Selling VMware Management: Why Invest in Management? New Programs for Success (part 1 of 3)
INF-BCO2167	DR to the Cloud with SRM and vSphere Replication - Discussion with VMware and Sungard
ITT3242	Managing Cloud Security, Compliance, and Risk Management
INF-STO1521	vSphere Storage Appliance - Deep Dive and Best Practices
ITT3244	Planning and Measuring the Impact of Cloud: IT Metrics that Matter

Wednesday, August 29

EUC1494	Plug and Scale "View Appliance"
APP-CAP2770	Application Management in the 'Cloud' and Application Modernization Paradigm
APP-CAP2757	Accelerate Adoption by Leveraging IaaS for a Complete Deployment and Monitoring Lifecycle
INF-SEC2031	Building YOURcloud: The U.S. Government's First Secure Hybrid Community Cloud
ITT3238	Taking Your Workloads to the Cloud: Why, How, and When?
OPS-CIM2752	From Infrastructure to Applications - The Next Step in Your Cloud Journey
PAR1462	Build Your Business Selling VMware Management: Technical Sales Overview (Part 3 of 3)
PAR1503	Accelerate Your Business and Increase Profitability: Leveraging VMware Partner Programs
PAR1519	How to Sell and Deliver Services Powered by VMware vCloud
PAR2146	Disaster Recovery to the Cloud using SRM - Opportunities for Partners
PAR2169	Overcoming Objections and How to Win with VMware View 5.1 (Competitive)
PAR2437	State of Renewals: Accelerating Partner Success
PAR2972	Build Your Business Selling VMware Management: Sales Overview (Part 2 of 3)
PAR3210	Jumpstart Your Desktop Virtualization Business: A Step by Step Guide

Thursday, August 30

EUC1453	Managing From the Middle with Horizon
EUC1494	Plug and Scale "View Appliance"
INF-BCO2655	VMware vSphere Fault Tolerance for Multiprocessor Virtual Machines— Technical Preview and Best Practices
OPS-CIM2752	From Infrastructure to Applications - The Next Step in Your Cloud Journey
PAR3379	A Customer Success Story: Running Business Critical Oracle Enterprise Applications and Oracle Real Application Clusters on vSphere

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APP-BCA1270	Virtualizing Oracle Database from Big Iron with Near-Zero Downtime
APP-CAP2177	Cloud Foundry Bootcamp
APP-CAP2860	10 Reasons VMware vSphere Is the Best Place to Run Java
APP-CAP2881	Building Cloud Ready Applications in Application Director
INF-BCO2147	VMware vCenter Site Recovery Manager - What's New and Technical Overview
INF-NET2207	VMware vSphere Distributed Switch—Technical Deep Dive
INF-STO2428	Flash as a Cache - Rethinking Virtualization
OPS-CIM2638	Essential IT Management Tasks for SMBs
OPS-CSM2083	What's New with VMware vCloud Director

Tuesday, August 28

APP-BCA1311	Virtualizing SAP : Design and Performance Management Guideline
APP-BCA1751	Virtualizing Oracle to Save on Licensing Costs
EUC1207	VMware ThinApp Implementation and Design Best Practices
EUC1526	VMware Horizon: Upcoming Attractions and Roadmap
EUC1542	vCenter Operations Manager for View: Next-Generation, Large-Scale Desktop Operations Management
INF-BCO2982	Stretched Clusters and VMware vCenter Site Recovery Manager: How and When to Choose One, the Other, or Both
INF-NET1927	vCloud Networking: an Extensible and Open Platform
INF-VSP1475	VMware vSphere 5 Design Discussions
INF-VSP2203	Datacenter of the Future
OPS-CSM1930	VMware Private Cloud: OneCloud: Architecture and Best Practices
OPS-CSM3045	How to Run Amazon Web Services Workloads on Your vCloud

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APP-CAP1644	The Changing Nature of Applications and vFabric Cloud Application Platform
EUC1207	VMware ThinApp Implementation and Design Best Practices
EUC1542	vCenter Operations Manager for View: Next-Generation, Large-Scale Desktop Operations Management
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INF-VSP1423	esxtop for Advanced Users
INF-VSP1729	Understanding Virtualized Memory Performance Management

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APP-BCA1530	Virtualizing Highly Available SQL Servers
APP-BCA1624	Virtualizing Oracle: An Architectural and Performance Deep Dive
EUC1455	VMware Horizon Deep Dive and Best Practices
INF-SEC1172	Using VMware vCloud Networking and Security and vCenter Configuration Manager to Achieve Better than Physical Security for Business Critical Apps
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TEX2729 VMware EUC Vision and GTM for 2012

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TEX1642 Virtual 3D Graphics and View: Performance and Certification Programs

TEX1732 Storage Optimization Features in VMware View

TEX1937 End User Computing and Horizon Roadmap (TAP only)

TEX2183 Highly Available, Elastic and Multi-tenant Hadoop on vSphere

TEX2575 Utilizing ThinApp Factory for Application and Desktop Virtualization Offerings

TEX3000 Build, Certify and Deploy Cloud Ready Applications: Alliances and Product Management Panel Session for ISVs

Tuesday, August 28

TEX1278 How to Jump-start Your vSphere Web Client Plugin Development Using the New VMware Ecosystems Developer Center

Wednesday, August 29

TEX1441 VMware APIs/SDKs: Where to Go Next?

TEX1700 Providing Storage Intelligence to Your Cloud Computing Environment.

TEX1899 VMware vCloud Automated Networking Framework: Network Extensibility (NetX)

TEX2158 Enabling Scalable Virtual Networks with VXLAN - Customer and Partner Scenarios

TEX2225 Cloud Infrastructure Suite Roadmap (TAP only)

TEX2815 vCenter Orchestrator Plug-in for Self-Scaling Data Center

TEX3049 PCI Compliance Architecture in a Private Cloud

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TEX1409 A Reference Architecture for Cloud Application Design using VMware's vFabric and vSphere

TEX2198 Cloud Application Platform Roadmap (TAP only)

TEX2482 Best Practices in Using the vCloud and vSphere SDKs

Wednesday, August 29

TEX2679 VMware's Networking I/O Innovations and New Tools for Developing/Testing ESXi Device Drivers

TEX2855 Deliver New Cloud Services with vCloud Director: Extending the vCloud API for DBaaS