2022 Virtual Strategic Kickoff

Wednesday, February 2, 2022

Time	Session
ALL DAY	**Partner Showcase Open** *(Partners will be available for live Q&A from 12:00 p.m. - 2:00 p.m.)*
10:00 a.m. - 10:45 a.m.	**Opening & Welcome** - *David Olzak, Sr. Vice President, Stratascale* - (Open to Partners)
10:50 a.m. - 11:10 a.m.	**Opening & Welcome** - *Allison Grimes, Vice President of Strategic, SHI* - (Open to Partners)
11:15 a.m. - 11:55 a.m.	**Keynote Speaker** - *Sponsored by Dell Technologies - Greg "Boss" Wooldridge, Former 3x Commander & Flight Leader of the Blue Angels* **11:15 a.m. - 11:25 a.m.** - *Welcome from Maheen Mirza, Senior Director, Channel Sales NSPs, Dell Technologies* **11:25 a.m. - 11:55 a.m. - Keynote Address with Greg Wooldridge** Join and listen to Greg Wooldridge, the only commanding officer to lead the Blue Angels for three separate tours! Hear stories from the cockpit as he shares his methods to empower individuals and teams on their journey toward high performance. Learn how trust, communication and teamwork take precedence over rank and status. ***This session will be hosted live and cannot be reproduced, recorded or distributed.*
12:00 p.m. - 1:00 p.m.	**Partner Showcase Session 1 with LIVE Q&A** Partners A-L - Stratascale Partners M-Z - Strategic
1:00 p.m. - 2:00 p.m.	**Partner Showcase Session 2 with LIVE Q&A** Partners A-L - Strategic Partners M-Z - Stratascale
2:15 p.m. - 2:45 p.m.	**State of the Cybersecurity Landscape** *Michael Wilcox, Field Chief Information Security Officer, Stratascale* What are the major trends in the cybersecurity landscape, including challenges for security leaders? Join us to learn about security risks, how the security paradigm is changing, and the ways companies are adapting to the new landscape.
2:50 p.m. - 3:20 p.m.	**Walk the Talk - Selling the Future** *Jim Middleton, Managing Director - Innovation Labs, Stratascale* There is more technological advancement today than at any other time in history. Technology is changing at an accelerated pace, creating both opportunity and a potential threat for our customers. Join us to better understand the innovative trends transforming the tech industry today. Discussion topics include: - What market forces are driving the accelerating change and disruption across the tech industry - How proactive and forward-looking customers are adjusting their approach to gain a business advantage - How Stratascale will differentiate itself from the competition by embracing the wave of disruption
3:25 p.m. - 3:55 p.m.	**Enablement of Transformation in the Enterprise** *Jason Hood, Chief Technology Officer, Stratascale* Hear about the emerging trends enterprise IT leaders should be aware of in the next three to five years and learn how to prepare and enable your business for transformation.
4:00 p.m. - 4:30 p.m.	**Building Trust & Credibility Through Modernization** *Ryan Schell, Vice President, Cloud & Innovation Solutions, Stratascale* Learn how enterprises can modernize their technology to compete in today's business landscape. Join as we discuss emerging trends in cloud and application modernization and learn about the right questions to ask customers to earn trust and long-term success.
4:40 p.m. - 5:15 p.m.	**Awards Ceremony** - *David Olzak, Sr. Vice President, Stratascale; Allison Grimes, Vice President of Strategic, SHI; Adam Marlin, Regional Sales Vice President, Stratascale; Adam Araujo, Regional Sales Vice President, Stratascale; Chris Autry, Regional Sales Vice President, Stratascale & Jason Blank, Regional Sales Vice President, Stratascale*
5:15 p.m. - 6:00 p.m.	**Cocktail Hour with DJ Joe Tarin** Enjoy great music as DJ Joe Tarin closes the day with some fun! ***NOTE: This session will be hosted through the Twitch Platform, which is not supported by SHI. To access this link, visit** twitch.tv/joetarin **on your personal device. The Twitch App is available on iOS, Android, Apple TV, and Chromecast devices.*

Thursday, February 3, 2022

Time	Session
ALL DAY	**Partner Showcase Open**
10:45 a.m. - 11:25 a.m.	**Orchestrating Innovation** *Joe O'Callaghan, Founder & Managing Partner, Vation Ventures* Innovation is hard. The only way to build successful innovation practices is by orchestrating the appropriate ecosystem at the right time with the right people. Vation will discuss a different approach at driving innovation while giving the background of what matters to Venture Capitalists, Emerging Technologies and CIOs.
	Each session will feature a 30-minute presentation, followed by a 10-minute breakout and a 5-minute closing.
11:30 a.m. - 12:15 p.m.	Mandatory Strategic Sessions - **Strategic Centers of Excellence: End User Compute** *Bill Wyckoff, Vice President of Hardware and Advanced Solutions, SHI & Adam Reiser, Sr. Director of EUC Partnerships, SHI* View Session >
12:15 p.m. - 1:15 p.m.	**Strategic Lunch Break**
1:15 p.m. - 2:00 p.m.	**Strategic Centers of Excellence: ITAM** *Neil Frodsham, Global Director ITAM Services, SHI* View Session >
2:05 p.m. - 2:50 p.m.	**Strategic Centers of Excellence: Managed Workplace Services** *Kevin English, Sr. Director of Strategy and Product Management, SHI; Kristin Makhobey, Global Sales Manager - Lifecycle Services, SHI; Anthony Cozzi, Sr. Product Manager - Lifecycle Services, SHI; Lee Bazemore, Director - Lifecycle Services, SHI; Tracy Runyon, Global Sales Services Executive, SHI & Joe Avila, Sr. Solutions Specialist - Warranty Services, SHI* View Session >
2:55 p.m. - 3:40 p.m.	**Strategic Centers of Excellence: Lifecycle Services** *Lee Bazemore, Director - Lifecycle Services, SHI; Anthony Cozzi, Sr. Product Manager - Lifecycle Services, SHI; Kevin English, Sr. Director of Strategy and Product Management, SHI; Kristin Makhobey, Global Sales Manager - Lifecycle Services, SHI; Tracy Runyon, Global Sales Services Executive, SHI & Joe Avila, Sr. Solutions Specialist - Warranty Services, SHI* View Session >

11:30 a.m. - 12:15 p.m.	**Stratascale Sales/Technical Breakouts - Track 1** **Stratascale Sales & Technical attendees, please choose 1 session of your choice per Track.*
	Sales Session: **Crafting an Opportunity and Creating Differentiation** *Joe Peragallo, Sales Director, Stratascale & John Michael Yurchesyn, Strategic Account Executive, Stratascale* Learn how to take initial inquiries from customers and convert them into an opportunity that generates deal registration. Join us to hear more on ways to control the sales cycle and gain differentiation/value for your customer. **View Session >**
	Sales Session: **Preparing for CXO Meeting & Gaining Mindshare of CXO** *Adam Marlin, Regional Sales Vice President, Stratascale & Mike Battiste, Strategic Account Executive, Stratascale* - What are the priorities for CXO? - How are we aligning with CXO? - How are we preparing with CXO? - Are we looked at as a peer? In the session, we will discuss how to get and prepare for a CXO – what materials, insights, tools and discovery are required to build the right agenda and maintain ongoing client cadence. **View Session >**
	Sales Session: **Building Your Stratascale Reputation** *Cheryl Rodenfels, Field Chief Technology Officer, Stratascale* Learn how to improve brand recognition and gain credibility with your customers. We'll discuss how and which local/national organizations to join or sponsor. Learn which user groups, webcasts, blogs and partner events are most beneficial. **View Session >**
	Technical Session: **Automated Defense & The Modern SOC** *Ryan Benson, Director - Security Operations Advisory Services, Stratascale* With the expansion of the enterprise IT footprint to include public cloud infrastructure, private clouds, SaaS, etc., Modern SOCs are embracing more scalable models for identifying, testing, and re-mediating exposures in the enterprise network. These new operating models are built on automation, cross-domain enrichment, and third party validation. **View Session >**
	Technical Session: **Why Zero Trust is Gaining Popularity in the Market** *Rob Forbes, Director of Identity Services, Stratascale* Sprawling enterprise computing resources (multi cloud, aaS, remote users, etc.) highlight the need for a modern means of exercising controls and implementing policies in a consistent, auditable, and agile way. The core tenets of Zero Trust (verify explicitly, least privilege, assume breach)—concepts nearly 20 years old—are now being adopted and adapted to meet the control and enforcement needs of the modern enterprise. We will explore why, and the opportunities this offers to OEMs and service organizations. **View Session >**
	Technical Session: **Ransomware Tabletop Exercise** *Dennis Allen, Director - Security Programs - Strategy & Risk, Stratascale & Andrew Lee, Principal Consultant, Security Programs - Strategy, Stratascale* As the number of enterprises impacted by ransomware continues to increase, many are looking at ways they can assess their readiness to identify, manage, and recover from an attack. Stratascale has developed a comprehensive tabletop exercise for ransomware readiness assessments—offering customers the ability to determine their current readiness and identify and close gaps. This session will be a demonstration of how such an exercise is run with a customer. **View Session >**
12:15 p.m. - 1:15 p.m.	**Stratascale Lunch Break**
1:15 p.m. - 2:00 p.m.	**Stratascale Sales/Technical Breakouts - Track 2** **Please choose your preferred session*
	Sales Session: **Understanding the Customer & Maximizing the Funnel** *Brad Vasel, Sales Director, Stratascale, Joe Peragallo, Sales Director, Stratascale & Danny Winton, Sales Director, Stratascale* Learn how to map out organizational charts, selecting key decision-makers and influencers to provide the right points of contact. **View Session >**
	Sales Session: **Selling The Value of PMO** *Tracy Fields – Director of PMO, Stratascale* Learn about the value PMO teams can provided to your projects. Hear how we can help you and your customer achieve success. **View Session >**
	Sales Session: **CISO Perspectives & CISO Personalities - How to Perform A CISO Vulcan Mind Meld** *Michael Wilcox, Field Chief Information Security Officer, Stratascale & Joe Karpenko, Sr. Technical Advisor - CyberSecurity, Stratascale* Chief Information Security Officers (CISO) secure and protect businesses while trying to predict and prevent the next cyberattack. This session will focus on how understanding the differences in industry and experience of the security leader can help you learn the approaches they use to secure and protect their organization. Learn how to effectively communicate with CISOs, as we discuss and analyze various CISO personalities like the SecOps CISO, Risk-based CISO, Sitting Duck CISOs, Scapegoat CISO, the elusive "Unicorn CISO", and many more. **View Session >**
	Technical Session: **The Current State of OT Security** *Itamar Evgey, Director Enterprise Security Architecture, Stratascale* Industrial Control Systems have evolved from autonomous networks with the insertion of IT capabilities into existing physical systems. While this evolution satisfies increased business data requirements, it also creates a greater need for ICS adaptability, resilience, safety, and security. The introduction of IT capabilities into physical systems presents emergent behavior that has increased security implications. Enterprises are actively working to determine the current operational state of their ICS environments, developing a strategy for mitigating risks introduced by demand for increased business intelligence and integrating other company divisions. **View Session >**
	Technical Session: **The Agile Security - DevSecOps & AppDevSec** *Aaron Smith, Director - Emerging Cybersecurity Services, Stratascale* Most enterprises historically had the personnel, processes, and infrastructure to develop applications for internal use, external use, or both. As the world has moved from older architectures (monolithic), slower development methodologies (waterfall) to more modern approaches (microservices, agile, scrum, DevOps), the need to apply consistent security controls has been highlighted. Most organizations continue to lack maturity in adopting and optimizing security approaches consistently, and are actively searching for assistance in this endeavor. In this session, we will highlight the current gaps most enterprises have in adopting AppDevSec principles and discuss how Stratascale is building capacity to help them get there. **View Session >**
	Technical Session: **Putting the Sales in Pre-Sales (How to Sell Without Selling)** *Rob Steele, Manager - Hybrid Cloud Solutions, Stratascale* Join this session as we discuss the various phases of the Stratascale sales process. **View Session >**

2:05 p.m. - 2:50 p.m.	**Stratascale Sales/Technical Breakouts - Track 3** *Please choose your preferred session* Sales Session: **FinOps - What Is It and How Can We Help Our Customers?** *Josh Stone, Senior Solution Consultant, Stratascale* The top cloud objective for CIOs for the last five years has been optimizing their cloud spend. This session covers the financial challenges our clients have in public cloud, what FinOps is, and how it addresses those challenges. Join us to learn how Stratascale can improve FinOps practices and optimize cloud spend. **View Session >** Sales Session: **Migrating to the Cloud** *Anurag Ramayanapu, Cloud Solution Consultant, Stratascale; Carlos Borges, Azure Cloud Practice Manager, Stratascale & Kelly Soden, AWS Cloud Practice Manager, Stratascale* Cloud migrations can provide multiple benefits for a customer, including avoiding the overhead of infrastructure management, auto-scalability, flexibility, data centricity, and security. Learn how to leverage industry best practices and toolsets to help overcome complex migration challenges. **View Session >** Technical Session: **Shifting the Conversation to Get to Why** *Will Raines, Sr. Solutions Architect, Stratascale & Mark Moreno, Regional Director – Hybrid Cloud Solutions, Stratascale* Understanding customer motives is important. Join us to discuss how to expand customer conversations and the ways to identify opportunity, driving it into the initiatives it supports. **View Session >** Technical Session: **"Sow"ing the Future - Planting Our PS for Future Success** *Joe Tarin, Director - Hybrid Cloud Solutions, Stratascale* Join us to learn how to tee up the correct services, grow the PS deal and share a full process overview. **View Session >** Technical Session: **Observability 101 - A look at APM** *Chris Fadool, Sr. Solutions Architect, Stratascale;* *Todd Ellis, Manager - AIOps Engineering, Stratascale* In this session with Chris Fadool and Todd Ellis, you'll gain insights into the Application performance monitoring (APM) platforms that allow users to monitor and track the performance of particular software or web applications to identify and solve any performance issues that may arise. These solutions provide performance metrics for applications, with specific insights into the statistics such as the number of transactions processed by the application or the response time to process such transactions. With the ability to identify and fix any performance issues, businesses can provide an optimal user experience. **View Session >**
2:55 p.m. - 3:40 p.m.	**Stratascale Sales/Technical Breakouts - Track 4** *Please choose your preferred session* Sales Session: **How to Uncover, Understand & Address Client Pain** *Camilla Martins, Strategic Account Executive, Stratascale & Chris Welburn, Strategic Account Executive, Stratascale* Learn to master account planning and client research to tie business pain to a solid account plan to generate interest/results with SSL offerings – Mass Mutual. **View Session >** Sales Session: **Engaging and Selling to a Cybersecurity Audience** *Keith Yates, Cybersecurity Advisor, Stratascale & Michael Wilcox, Field Chief Information Security Officer, Stratascale* Learn to better engage with security audiences and educate them on the dynamics within our customer base between IT and Security. We'll discuss the structure of security team, CISO personas, and how to plan and prepare for a productive meeting with a security audience. **View Session >** Sales Session: **Last Mile of Strategy/First Mile of the Future** *Marty Riley, Managing Director - Transformative Services, Stratascale* This session will focus on the importance of delivering. We'll discuss what transformative services mean for organizations and how it can help businesses evolve in today's market. We'll learn how to execute on the "last mile of strategy" and bring customers to the "first mile of their future". Join us to hear about the core tenets of our vision. **View Session >** Technical Session: **Enterprise Networking for the Modern Hybrid Environment** *Bill McKenzie, Principal Architect - Enterprise Networking, Stratascale* Join us to discuss networking in the hybrid cloud era, including modern data center networking architectures, the increasing trend of Software Defined Networking and ways to extend on-premises networking to cloud environments. **View Session >**
3:45 p.m. - 4:00 p.m.	**Closing Remarks** - *David Olzak, Sr. Vice President, Stratascale*