



Deutsche Messe



Shaping the Business
Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

For immediate release: 5 April 2016

Understanding the Pros and Cons of Cloud Technology at CeBIT Australia

Cloud technology is part and parcel of 21st century business, thus CeBIT Australia, the largest business technology tradeshow in the Asia-Pacific region will bring together industry leaders for the Cloud conference on 2 May 2016 to share insights into how businesses can maximise the power of the cloud.

The rapid pace of change in the business landscape as a result of innovation in cloud technology combined with the Internet of Things, plus the evolution of big data, means businesses have more to consider when assessing how cloud technology can enhance their organisation.

Case studies presented at the conference will analyse business transitions, the benefits this technology can bring organisations and the negatives associated with cloud services, plus the requirements of ongoing management.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia, acknowledges the impact cloud technology has had on the business landscape globally and how CeBIT Australia will address this issue through the Cloud conference.

“The rapid uptake of cloud technology has resulted in a mass shift in the business landscape. The instant benefits such as scalability and accessibility have been embraced, yet we know there are still risks that need to be considered when understanding cloud for your business.

“At CeBIT Australia, we are bringing together the best minds in cloud technology to share their knowledge and experiences from migration, security and business agility to sharing the intricate details around big data privacy obligations and how the cloud can improve customer service,” said Mr Stockbridge.

Cloud conference highlights include:

Arno Brok, CEO, Australian Information Security Association will present a two-tiered keynote delving into cloud strategies for small to medium business enterprises and the need for mandatory baseline security controls.

Pieter van der Merwe, Chief Information Security Officer, Woolworths will explore right sizing your cloud strategy for your enterprise risk management program and provide insight on how to understand the impact of Shadow IT on cyber security defences.

Timothy Pilgrim, Acting Australian Information Commissioner will share an update from the Office of the Australian Information Commissioner whilst outlining the potential, and challenges of using

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deidentification to manage privacy, plus how Australia can be a global leader in developing best practice use of deidentification.

John Sheridan, Australian Government Chief Technology Officer and Procurement Co-ordinator, Department of Finance will explore the use of public, private and hybrid models. Plus information on the use of cloud in government and Australia's usage in comparison to world-wide trends.

In addition, the Cloud conference will welcome speakers:

- **David Vered, IT Manager, Universal Music:** *Enabling business transformation through the cloud*
- **Gordon Dunsford, CIO, WaterNSW, Peter Nikolettatos, Executive Director & CIO, La Trobe University and Sean Langton, General Manager, Head of Solution Engineering, Bankwest:** *Ensuring cloud portability*
- **Ken Gallacher, Director Technology, ABC & Tony Silva, Head Technology Architecture & Development, ABC:** *The cloud and the digital workplace - There is no silver bullet*
- **Sean Langton, General Manager, Head of Solution Engineering, Bankwest:** *Adopting cloud technologies to improve customer experience*
- **Peter Nikolettatos, Executive Director & CIO, La Trobe University:** *Digital transformation: running business-critical apps in the cloud*

CeBIT Australia 2 – 4 May at Sydney Olympic Park, will run ten dedicated conferences highlighting the major influences on business technology today. In addition to Cloud, there are conferences for Big Data & Analytics, Cyber Security, FinTech, Mobility, eGovernment, eHealth, StartUp, Digital Marketing and Internet of Things.

Register to attend: <http://www.cebit.com.au/register>

-ENDS-

For further information please contact:

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Notes to Editors:

- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are available upon request
- Interviews with most conference speakers are available upon request

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- Media passes to attend CeBIT Australia 2016 are available upon request. Please email cebit@zadroagency.com.au with your name, position and publication/s.
- For the first time CeBIT are partnering with Viocorp (the TedX Sydney streaming partners) to live stream the keynote speakers and media are invited to share this unique experience with their community. You can receive a short piece of embed code so you can host the live stream on your own website. The infrastructure and technical aspects are all handled by one of the world's leading streaming companies, Viocorp. To get your free embed code simply contact cebit@zadroagency.com.au

About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event.

CeBIT is a forward looking connected community – 365 days a year

Business technology developments and innovation wait for no one. That is why CeBIT Australia expands its reach beyond the largest and most interactive three day exhibition and conference in business technology, to connect the movers and shakers, from government, enterprise, SME's and the start-up community. CeBIT's variety of knowledge and networking platforms offer possibilities to engage, 365 days a year.

Highly tailored, expertly curated and insightfully harnessed, the power of the CeBIT community is for those who live in a competitive environment and who need to be in the know - everyday.

CeBIT Australia offers an independent network of business technology solutions

CeBIT Australia is transforming the way Australians do business with technology. Offering delegates access to the ASX 200, making the notoriously hard to reach, reachable.

CeBIT 2016 is spearheaded by leaders in the ICT space, to ensure innovation, and cutting-edge solutions are delivered. Not vendor specific, CeBIT Australia offers an unbiased, full look at the industry.

A representation of business solutions through technology

CeBIT Australia is the one-stop-shop for all the latest business technology solutions.

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Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

CeBIT brings together the comprehensive and future-thinking world of business technology solutions under one roof.

CeBIT Australia showcases the innovation of NSW

CeBIT Australia is creating and ensuring the future of NSW as the desirable destination in which to do business.

Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment

NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports.

NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2016.

CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.

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