

DAY 1
Nov 3

DAY 2
Nov 4

DAY 3
Nov 5

ONE 2020 Agenda

Targeted Audience Only

GST

13:00

- **Grand Opening**
Dr. Ali Baghdadi, SVP & CEO–Cybersecurity & AI EMEA–CEO META Region

13:20

- **Regional and Country Welcome**
Gulf and Near East
Bahaa Salah, Managing Director, Ingram Micro Gulf and Near East
Saudi Arabia
Shaikh Mohammed Ahmed, Managing Director, Ingram Micro Saudi Arabia
Egypt
Mohamed Selim, Managing Director, Ingram Micro Egypt
North Africa
Fouad Amrani, Managing Director, Ingram Micro North Africa
Levant
Elie Semaan, General Manager, Ingram Micro Levant
Pakistan
Hasan Shahid, Country Manager, Ingram Micro Pakistan
Turkey
Kürşat Öztürk, Deputy Managing Director, Armada Turkey

13:30

- **META–Vendor Executive Messages**
Dell
Forcepoint
Microsoft
NetApp
Progress Software
Quest
VMware

13:50

- **Cloud META Overview**
Rahul Bhavsar, Director, Global Cloud Marketplace, Ingram Micro

14:15

- **Vendor Breakouts**
Dell
Forcepoint
Microsoft
NetApp
Progress Software
Quest
VMware

15:05

- **Switch Securely to the New Normal with Ingram Micro Cybersecurity**
The ongoing COVID-19 crisis has intensified cybercrime all over the world. Cybercriminals are exploiting the increased adoption of digital technologies to identify and target new victims. Whether the infrastructure and data are on-premise or in the cloud, organizations must take proactive steps to fortify their security defenses whilst upholding business continuity.
In this session, Ingram Micro Cybersecurity will introduce how to bring security to the next level by tackling the challenges of privacy, secure online transactions, complying with rules and regulations, user awareness and cloud security. More than ever, companies need to have a wholistic strategy for cybersecurity that covers people, processes, and technologies. Therefore, promoting consultancy, trainings, managed security services and technology security bundles is essential to increase the value and realize the promise of cybersecurity.
You will also learn about the features and capabilities of Ingram Micro Cybersecurity's in-house developed cybersecurity tools that equip end customers to prioritize and mitigate their most pressing cybersecurity challenges. The portfolio of software also serves as a lead generation tool for Ingram Micro's business partners, such as SpyGlass, CyberGramSM, cybersecurity awareness games, videos and assessments.
Marc Kassis, Director, Cybersecurity Division–Middle East, Turkey, and Africa

14:40

- **META–Vendor Executive Messages**
BitDefender
Fortinet
Jabra
HPE
Kaspersky
Sophos

Middle East, Turkey, Africa

one

INGRAM
MICRO®



Middle East, Turkey, Africa

15:45

- **Vendor Breakouts**
BitDefender
Fortinet
Jabra
HPE
Kaspersky
Sophos

16:15

- **Advanced Solutions are Accelerating Outcomes in the Digital Era: IoT, AI and Physical Security**
Advanced solutions are the modern technologies required for 4th generation of Industrial Revolution. Ingram Micro's promise to the market is to make these advanced solutions happen. In this session, you will learn about advanced physical security and how cameras became more like human eyes by integrating AI features. You will learn about IoT and AI innovations, and how the business outcomes of every industry accelerated because of these technologies.
Tamer AbdelFattah, Head of IoT & AI Division, Ingram Micro Middle East, Turkey, and Africa
Bassel AlFakir, Managing Director, NIT an IngramMicro Company

16:40

- **META–Vendor Executive Messages**
A10
APC
Suse
Tenable
Veritas
Netgear
Red Hat
Veeam

17:05

- **Vendor Breakouts**
A10
APC
Suse
Tenable
Veritas

17:15

- **Vendor Breakouts**
A10
APC
Suse
Tenable
NetGear
Red Hat
Veeam

17:25

- **Vendor Breakouts**
NetGear
Red Hat
Veeam
Cisco
Linksys
Poly

17:35

- **Closing Thoughts**

17:40

- **Networking and Meeting Time**
Explore all the engagements the Ingram Micro ONE Experience has to offer outside of our live content, including the below:
Innovation in Action–Real-world success stories in the era of digital transformation
Manufacturer Focus Groups and Roundtables–Invite only
AI Matchmaking and Speed Partnering–Mingle with partners who have similar interests for new opportunities
Backstage and On-Demand Content–The opportunity to listen and learn from influential experts and artists





Europe Middle East and Africa



CET

Day 1
Nov 3

Day 2
Nov 4

Day 3
Nov 5

11 a.m.

• **Welcome to the Ingram Micro Experience: Imagine to Differentiate with Advanced Solutions & Services**

A global opportunity for vendors and partners to come together in an entirely new way. Hear from the most influential business leaders and dynamic thought leaders on the planet and immerse yourself in the vast Ingram Micro ecosystem.

Jennifer Anaya, SVP, Marketing Global Technology Solutions, Ingram Micro

Alain Monié, CEO, Ingram Micro

Paul Bay, EVP & President of Technology Solutions, Ingram Micro

Mark Snider, EVP and Group President Ingram Micro EMEA

11:50 a.m.

• **Unleashing People's Exponential Potential**

Matthew Griffin will take you on an amazing journey through the near and deep future and show us that we are already living in a world of science fiction.

Matthew Griffin, Founder, CEO, Futurist, 311 Institute

12:30 p.m.

• **Cisco Fireside Chat**

Cisco offers more to partners motivated to modernize, consult and deliver a superior customer experience, and Ingram Micro provides Cisco partners with 'A Level Up' in adopting more Cisco solutions, financing across all business models and generating profitable growth.

Paul Bay, EVP & President of Technology Solutions, Ingram Micro

Chuck Robbins, Chairman & CEO, Cisco

1:05 p.m.

• **Global Vision—Advanced Solutions**

Sabine Howest will talk about dealing with today's complex technologies and how Ingram Micro helps partners navigate the current world that now requires complex solutions for complex problems. We will walk you through our unrivaled partnerships and support resources that help you create complete solutions using new and emerging technologies, truly making the complex simple.

Sabine Howest, VP Global Partner Engagement & IoT, Ingram Micro

1:15 p.m.

• **The Future of Cybercrime and Cybersecurity**

Our personal lives and business activities are being conducted online more than ever, making cybersecurity a key issue of our time.

Cybercriminals are taking advantage of AI, latest technology and the changes we are going through. Our industry is and must constantly evolve in response. Let Dr. Ali Baghdadi take you through changes happening now and take a look at what the future of cybercrime and cybersecurity will look like.

Dr. Ali Baghdadi, SVP & CEO—Cybersecurity & AI EMEA—CEO META Region

1:50 p.m.

• **Technology Breakouts**

How Unified Communications and Collaboration Is Evolving the World's Workplace Transformation

The way we work is undergoing a complete transformation, with Unified Communications and Collaboration in the centre of the evolution. What does the future look like and how can Ingram Micro UCC help you convert this transformation to business opportunities?

Brooke Ellingworth, Head of UCC EMEA

The Rise of Artificial Intelligence: New Era of Innovation

We witness these days a rapid rise of different advanced technologies. Artificial intelligence is one of these important technologies, if not the most important. In this session the speakers will take you through a high-level journey to know more about AI, how it is going to be the new way of computing in every industry, and what are the current uses of AI sub-fields and the main enablers for such technology rise. A special guest is also invited to tell the story of a successful AI platform.

Elena Dreyer, Senior Business Manager AI & Nvidia, EMEA

Tamer AbdelFattah, Head of AI & IoT Division

V7: Original Ideas Transformed into Never-Seen Solutions Using Mechatronics

From X-ray technology for any logistic company to anti-COVID innovative products to educational charge carts. A tour on the evolution of V7 (Ingram Micro private label) from IT accessories to original ideas transformed into patented solutions.

Antonio Masenza, VP Italy & GM Ingram Micro Products (V7)



Europe Middle East and Africa

2:05 p.m.

- **Embracing the Infinite Mindset**
There are no winners or losers in an infinite game; there is only ahead and behind. The ability to adopt an infinite mindset is a prerequisite for any leader who aspires to leave their organization in better shape than they found it
Simon Sinek, Author & Motivational Speaker
Moderated by Jennifer Anaya, SVP of Marketing, Ingram Micro

2:45 p.m.

- **Local Ingram Micro Keynotes**
Join these keynote addresses with your local Ingram Micro leader.

Italy
Antonio Masenza, VP Italy & GM Ingram Micro Products (V7)

UK
Matthew Sanderson, SVP & CCE, Ingram Micro U.K. & Ireland

Austria
Adolf Markones, Executive Managing Director, Ingram Micro Austria

2:45 p.m.

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CET

11 a.m.

• **Welcome to Day Three of the Ingram Micro ONE Experience**

Today is another exciting one at the Ingram Micro ONE Experience, with deep dives into the minds of some of the world's leading business leaders, helping you grow your business in ways you haven't yet imagined.

We'll kick off our day with a moving message on overcoming adversity from Hakeem Oluseyi, followed by a 1 to 1 interview with the president of IBM.

Introduction by Jennifer Anaya, SVP, Marketing Global Technology Solutions, Ingram Micro

• **Inspirational and Diversity Keynote**

Hakeem Oluseyi, Astrophysicist, Former Space Science Education Lead for NASA

• **IBM Fireside Chat**

Jim Whitehurst, President, IBM

Paul Bay, EVP & President of Technology Solutions, Ingram Micro

12 p.m.

• **Key Insights—Cloud and Systems**

Continue the day with updates from our cloud leaders.

Nimesh Dave, EVP, Global Cloud, Ingram Micro

• **Vendor Breakouts**

Vendor Breakout 1:

Cisco—EMEAR Partner Priorities Executive Message

In this session, Elisabeth De Dobbeleer talks about the priorities for Cisco's EMEAR Partner Organisation during this fiscal year. She sets these against the context of what it means to be future-ready and meet the requirements and opportunities of the "new normal."

Elisabeth De Dobbeleer

Cisco—Drive Business Outcomes with Multi-Domain IBN

Gordon Thomson shares Cisco's vision for the next decade to support customers with its multi-domain intent-based networking approach. It will deliver the business outcomes that every business will require as we go through an exciting new decade together.

Gordon Thomson

Vendor Breakout 2:

Dell Technologies Keynote Address

Anwar Dahab, SVP, Channel, Dell Technologies EMEA

Dell Technologies Emerging Technologies Session

During this session, Marc O'Regan will discuss the confluence of new and emerging tech that is the driving force behind our new digital world. The talk will also explore the industry challenges and opportunities that lie ahead for businesses and organizations of all types and sizes, and how we collectively must contribute to propel ourselves into the next era of humans and machines.

Marc O'Regan, Technologist & CTO, Dell Technologies EMEA

12:25 p.m.

• **Vendor Breakouts**

Vendor Breakout 1:

HPE: Your Way to Win Executive Message

Join our HPE executive guest speakers, George Hope and Donna Grothjan, who will take you through HPE's edge-to-cloud platform-as-a-service journey whereby our partners can reap the benefits, reduce their cost and increase their share of the wallet. Join our HPE tech gurus who will take you through the latest emerging technologies on GreenLake and Aruba ESP that will benefit your business and grow your pipeline revenue.

George Hope, Worldwide Head of Partner Sales, Hewlett Packard Enterprise

Donna Grothjan, Vice President of WW Channel Sales, Aruba Networks

Hewlett Packard Enterprise and Aruba Networks, The Future is GreenLake and Edge-to-Cloud

Join our HPE tech gurus who will take you through the latest emerging technologies on GreenLake and Aruba ESP that will benefit your business and grow your pipeline revenue.

Sammy Johnston, Hewlett Packard Enterprise GreenLake WW Channel Portfolio Director

Dobias van Ingen, Aruba Networks EMEA CTO

1 p.m.



1:30 p.m.

Vendor Breakout 2:
Microsoft, What's Next for EMEA?
EMEA trends, Microsoft thought leadership post COVID-19 and responsibility and commitment to partners.
Ralph Haupter, President Microsoft EMEA

Microsoft, a New Reality for Work

- Why mixed reality?
- Our mixed reality offerings
- Mixed reality at work
- Customer success

Mark Day, General Manager Global Mixed Reality Sales, Microsoft

- **IDC Keynote: The State of Digital Transformation in the COVID-19 Era**
Michelle Bailey, Group Vice President, IDC

1:55 p.m.

- **Business Enablement Breakouts**

Ingram Micro Services
Find out what Ingram Micro has been developing from a technology services perspective within the EMEA region. The session will look to provide you with an overview of the service, capability and experience that you can leverage today either locally or for cross-border requirements along with our plans for 2021 and what enhancements we will bring to the VAR community.
Simon Day, Service Director, Comms-care
Geert Visser, Sales Director Services, Ingram Micro

Ingram Micro Financial Solutions
Everybody from the reseller community generally knows WHAT to buy, but when we ask the question HOW to buy, the answer is more difficult. We want to take you through how Ingram Micro Financial Solutions can support you in HOW to buy and show the important role financing plays in protecting your business interests. IMFS is the only IT finance organization whose interests are aligned with yours, connecting the IT solutions and technology finance worlds together. We create custom, highly effective deal structures to enable our partners to deploy innovation while protecting both financial objectives and reputations.
Pablo Berben, Executive Director Worldwide Sales Channel Finance, Ingram Micro
Sabine van der Fluit, Director Global IT Finance Solutions Development, Ingram Micro

Ingram Micro Cybersecurity Support and Tools
Learn more about how our Ingram Micro Cybersecurity Center of Excellence can help partners be well equipped and understand the cybersecurity market and its demands, along with the right people, process and technology in place.
Brian Verburg, Sr. Manager Security & Data Center CoE, Ingram Micro

Industry Insights–New Normal vs. Momentum
How strong partner networks provide resilience and growth in the post-pandemic era.
Alexander Maier, SVP & CCE, Ingram Micro Germany
Shayan Faghfour, CEO, Dextra Data
Sophie Deleval, VP & CCE, Ingram Micro France
Cyril Fontaine, Field Sales Solutions Team, Ingram Micro France
Moderated by Jacek Christoph Murawski, VP Global Partner Engagement, Ingram Micro EMEA

Reach Your Target Audience with LinkedIn Marketing
In this session you will learn about advertising on LinkedIn. More specifically, it will cover why you should be leveraging this rapidly growing social network, how to reach both current and prospective customers with various targeting methods, different ad types and various metrics provided during a campaign. Return on investment is one of the most important factors in determining where you spend your marketing budget, and with LinkedIn you can execute campaigns, optimize content and analyze KPIs with near real-time results. Regardless of your experience with LinkedIn, or as a digital marketer, this session will leave you imagining different ways you could utilize LinkedIn's innovative advertising tools to increase both awareness and sales for your brand.
Chase Miller, Digital Marketing Manager, Ingram Micro

2:15 p.m.

- **Closing Mainstage Thoughts**
What to remember when going back to your day-to-day business.
Spencer Kelly, Emcee/Keynote Speaker



Europe, Middle East and Africa

2:30 p.m.

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4 p.m.

- **Backstage with Elvis Costello**
Since bursting onto the new wave/punk scene as Elvis Costello & the Attractions in 1977, Elvis Costello has released 31 albums, been inducted into the Rock and Roll Hall of Fame, won a Grammy, and published an autobiography, *Unfaithful Music & Disappearing Ink*. Refusing to be tethered to any genre, Costello has collaborated with legends including Paul McCartney, Burt Bacharach, Allen Toussaint and Tony Bennett. In an exclusive to Ingram Micro ONE, Elvis performs stripped down versions of some of his all-time classic songs—and gets up close and personal in an Ingram Micro Backstage chat.
Elvis Costello