

atmosphere'23

THE NETHERLANDS



Spant!, Bussum | Donderdag 15 juni 2023

#ArubaAtmosphere #Netherlands

AGENDA PARTNER EVENT

08:00 - 09:00	WELKOM	
09:00 - 09:15	PLENAIR PROGRAMMA	PODIUM EEN
	Welcome & Opening 	
	HOST: Pauline de Wilde Martijn Koning – <i>Country Manager The Netherlands</i>	
09:15 - 09:45	Business Keynote	
	Be Ready for What Comes Next 	
	Lars Kølendorf – <i>VP Solutions & Enablement, EMEA</i>	
09:45 - 10:45	Tech Keynote	
	Power Your Transformation Journey to Prepare for What Comes Next 	
	Dobias van Ingen – <i>CTO & SE Senior Director EMEA</i>	
10:45 - 11:15	PAUZE IN DE INNOVATION ZONE	
11:15 - 11:30	PARTNER FORUM	PODIUM TWEE
	Aruba's partner growth strategy and incremental opportunities 	
	Rikard Utkovic – <i>North Europe Channel Director, HPE Aruba Networking</i> Sherifa Hady – <i>Vice President Channel, EMEA, HPE Aruba Networking</i>	
11:30 - 11:35	Video Call	
	Eelko Broers – <i>Channel Manager Netherlands, HPE Aruba Networking</i>	
11:35 - 12:00	Panel Forum - Better Together - hosted by Pauline de Wilde 	
	Sherifa Hady – <i>Vice President Channel, EMEA, HPE Aruba Networking</i> Rikard Utkovic – <i>North Europe Channel Director, HPE Aruba Networking</i> James Houselander – <i>Director, EMEA Marketing, HPE Aruba Networking</i> & Aruba Partner Panel members	
12:00 - 13:00	LUNCH IN DE INNOVATION ZONE	
13:00 - 14:00	Deliver Better Outcomes with IoT & Sustainability 	
	Jon Howell – <i>Smart Spaces & IoT EMEA, HPE Aruba Networking</i>	
14:00 - 14:30	How to gain marketshare and improve profitability in DataCenter Networking 	
	Patrick Schmidt – <i>Sr Director Commercial Sales & MD EMEA, AMD Pensando</i>	
14:30 - 15:00	Connect & Secure your Distributed Workforce with EdgeConnect SD-WAN 	
	Farouk El Jaouhari – <i>EdgeConnect Business Development, North Europe, HPE Aruba Networking</i>	
15:00 - 15:30	PAUZE IN DE INNOVATION ZONE	
15:30 - 16:00	Achieve Better Outcomes with Network as a Service and HPE GreenLake for Aruba 	
	Paul Whidby – <i>NaaS Channel Sales Manager EMEA, HPE Aruba Networking</i>	
16:00 - 16:30	Enhance Productivity with a Cloud-Based Network and Security Services Platform 	
	Guido Kragten – <i>Solution Sales Enablement SaaS & NaaS EMEA, HPE Aruba Networking</i>	
16:30 - 17:30	Aruba's Edge Services Platform Journey - from the Data Center to the Edge 	
	Dobias van Ingen – <i>CTO & SE Senior Director EMEA, HPE Aruba Networking</i>	
17:30 - 19:00	BORREL IN DE INNOVATION ZONE	

