



Roots by Downtown Camper, Stockholm  
14 september 2023

## PARTNER FORUM AGENDA

09.00–10.00

REGISTRERING

10.00–10.15

Välkommen 🇪🇺  
Jörgen Sjöberg  
Host

10.15–10.45

Business Keynote  
Be Ready for What Comes Next 🇪🇺  
Marcus Bäckrud  
Country Manager Sweden  
Hedersgäst: Charlotte Mellberg  
Product Manager Enterprise IT AXIS Communications

10.45–11.45

Tech Keynote  
Power Your Transformation Journey to Prepare for What Comes Next 🇪🇺  
Dobias van Ingen  
CTO & SE Senior Director EMEA

11.45–12.00

BESÖK INNOVATION ZONE

12.00–13.00

LUNCH I RESTAURANGEN

13.00–13.20

Aruba's partner growth strategy and incremental opportunities 🇪🇺  
Rikard Utkovic  
Channel Director, North Europe  
Marcus Bäckrud  
Country Manager, Sweden

13.20–13.50

Achieve Better Outcomes with Network as a Service and HPE GreenLake for Aruba 🇪🇺  
Paul Whidby  
NaaS Channel Sales Manager, EMEA

13.50–14.20

How to gain marketshare and improve profitability in DataCenter Networking 🇪🇺  
Bart Janssens  
Sales Director North Western Europe at AMD Pensando

14.20–15.00

Deliver Better Outcomes with IoT & Sustainability 🇪🇺  
Jon Howell  
Smart Spaces & IoT, EMEA

15.00–15.30

EFTERMIDDAGSKAFFE I INNOVATION ZONE

15.30–16.20

Are you SASE enough? 🇪🇺  
Farouk El Jaouhari  
EdgeConnect Business Development, North Europe  
Bevan Boote  
Regional Sales Director at Axis Security

16.20–16.35

Edge to Cloud - The Journey to one 🇪🇺  
James Houselander  
Director, EMEA Marketing

16.35–16.40

Avslutning 🇪🇺  
Rikard Utkovic  
Channel Director, North Europe

16.40–17.30

NÄTVERKANDE MINGEL OCH DRYCK I INNOVATION ZONE

17.30–19.00

NÄTVERKANDE MINGEL MED MAT OCH DRYCK I INNOVATION ZONE

