451NEXUS

Sponsorship Opportunity

OCTOBER **3-4**, 2022   ARIA LAS VEGAS

451 Research

S&P Global
Market Intelligence

Taming Enterprise IT Complexity To Deliver the **Digital Next**

If nothing else, the past two years have highlighted the criticality of information technology to every organization; there is no longer any doubt that digital strategy is an integral part of business strategy. But, as the saying goes, with great power comes great responsibility. For IT and business leaders, the stakes have never been higher, and in many ways, the path forward has become infinitely more complex. The humble IT department of old has evolved into a Hydra that finds itself at the vanguard of the organization across multiple dimensions. It has the power to transform not only the way IT services and applications are delivered and consumed, but also the very nature of how products and services are created, the way we engage and serve customers, the way we work, and how we interact with the broader ecosystem. The opportunities to reimagine how technology can be put to work in new and profoundly innovative ways continue to open up, from the potential of the virtual realm and the metaverse to taking advantage of our fundamentally different way of working and living.

Pulling all of these strands together in a deliberate, coordinated fashion that is aligned with organizational goals is not for the faint of heart. And yet, the decisions made by leaders will ultimately determine the level of success. That is why we have created 451Nexus; it's a place where IT and business leaders can meet to explore the opportunities, informed by the expertise and insight of the S&P TMT analyst team across the entire spectrum of the enterprise technology stack. No matter what your role in helping build, manage and secure the digital business foundations that drive transformation, we look forward to welcoming you to our Nexus.

Our Delegates Keep Coming Back… After 15 Years

Who Attends 451Nexus?

Are you ready to get back in person, reconnect with peers across the industry and strike those networking conversations the virtual realm just cannot provide? 451Nexus is your opportunity for all this as the event returns to its home in Las Vegas! 451Nexus, formerly the Hosting and Cloud Transformation Summit, is the premier forum for leaders who are driving their businesses toward the digital next, integrating cutting-edge technologies while transforming their infrastructure. The agenda is carefully crafted by 451 Research analysts to provide timely insight into the competitive dynamics of innovation, and the networking opportunities for sponsors and attendees are unparalleled in an industry cluttered with tradeshows where C-level decision-makers are needles in a haystack. Since 451Nexus has joined forces with S&P Global, expect expanded coverage that looks into topics as wide-ranging as enterprise digitization, public and private 5G wireless, edge computing and cloud security. It's an agenda that attracts the architects of innovation and builders of the next generation of digital businesses.

Why Delegates Attend

- Learn about trends, technologies and strategies driving market disruption from 451 Research analysts and industry thought leaders.

- Network with industry peers, create meaningful and actionable connections, identify opportunities to forge new partnerships and reach new customers.

- Gain efficient, time-saving access to top solution providers that can meet their business's needs.

- Discuss the real-world impact of topics covered in the agenda on their business and strategies with 451 Research analysts, face-to-face.

Sponsorships

Being a sponsor of 451Nexus places your brand directly in front of our senior-level, decision-maker audience of service providers, technology providers, financial professionals and IT buyers. We offer a wide range of sponsorship and branding opportunities for large and small organizations driving innovation and disruption.

Cornerstone: $95,000

– 45-minute fireside chat with a 451 Research analyst during the general session

– Reserved networking area – executive hospitality suite or poolside cabana

– Sponsored key cards or co-sponsored lanyards with S&P

– Principal-level branding at the registration area

– 10 staff registrations

– 10 referral registrations

– Custom 'buy one, get one free' code

– $999 flat rate for additional staff passes

– Priority 1:1 meetings with 451 Research analysts

– Prep call with a 451 analyst to discuss fireside chat

– Principal-level name and positioning on all signage and marketing material

– Principal-level branding on website – logo and link to company website

– Principal-level branding on event app

– Ability to send two push messages via event app during event

– Principal logo placement on master slide during opening keynote and verbal recognition

– Principal logo placement on rotating slide between sessions and during breaks

Platinum: $85,000 (two available)

– 30-minute fireside chat with a 451 Research analyst during the general session

– Hotel room drop

– Reserved networking area – executive hospitality suite or poolside cabana

– 7 staff registrations

– 7 referral registrations

– Custom 'buy one, get one free' code

– $999 flat rate for additional staff passes

– Priority 1:1 meetings with 451 Research analysts

– Prep call with a 451 analyst to discuss fireside chat

– Premium-level name and positioning on all signage and marketing material

– Premium-level branding on website – logo and link to company website

– Premium-level branding on event app

– Ability to send one push message via event app during event

– Premium logo placement on master slide during opening keynote and verbal recognition

– Premium logo placement on rotating slide between sessions and during breaks

Gold: $30,000

– Participation on panel discussion during track session

– 3 staff registrations

– 3 referral registrations

– Custom 'buy one, get one free' code

– $999 flat rate for additional staff passes

– Priority 1:1 meetings with 451 Research analysts

– Preferred-level name and positioning on all signage and marketing material

– Preferred-level branding on website – logo and link to company website

– Preferred-level branding on event app

– Preferred logo placement on master slide during chairman opening keynote

– Preferred logo placement on rotating slide between sessions and during breaks

Networking Package: $12,000

– Reserved networking area – executive hospitality suite or poolside cabana

– 2 staff registrations

– Priority 1:1 meetings with 451 Research analysts

– Branding on website – logo and link to company website

– Branding on event app and portal

– Logo on master slide during chairman opening keynote

– Logo on rotating slide between sessions and during breaks

Ask us about potential add-on opportunities to your sponsorships. Additional opportunities include:

Networking Dinner Sponsorship – pricing available upon request

Dinner at an Aria restaurant for 12-15 people, including 2-5 sponsor representatives and up to 10 delegate attendees. 451 Research will:

– Reserve the venue and handle all on-site operations

– Select menu and alcohol options

– Invite delegates and secure up to 10 attendees for the dinner

– A 451 Research analyst to join dinner (optional)

Wi-Fi Sponsor: $6,000 (one available)

– Priority 1:1 meetings with 451 Research analysts

– Branding on website – logo and link to company website

– Branding on event app

– Logo on master slide during opening keynote

– Logo on rotating slide between sessions and during breaks

Lunch Sponsor: $6,000 (two available)

– Priority 1:1 meetings with 451 Research analysts

– Branding on website – logo and link to company website

– Branding on event app

– Logo on master slide during opening keynote

– Logo on rotating slide between sessions and during breaks

Coffee Break Sponsor: $6,000 (two available)

– Priority 1:1 meetings with 451 Research analysts

– Branding on website – logo and link to company website

– Branding on event app

– Logo on master slide during opening keynote

– Logo on rotating slide between sessions and during breaks

Reception Sponsor: $6,000

– Priority 1:1 meetings with 451 Research analysts

– Branding on website – logo and link to company website

– Branding on event app

– Logo on master slide during opening keynote

– Logo on rotating slide between sessions and during breaks

Thank you to our 2021 sponsors

451Nexus 2022 Themes/Sessions*

*Subject to change

Tech M&A Breakfast (sponsored)

Cyclicality – and Its Exceptions – in the Tech M&A Market

Moderator: Brenon Daly

Like most markets, tech M&A is characterized by cyclicality. High waters tend to recede. And the waters have never been higher, following the flood of deals unleashed by the business transformation initiatives that started during the pandemic. (Spending on tech deals blew through the trillion-dollar threshold in 2021, totaling more than twice the previous record.) While doing deals in 2022 has been a lot more complicated than last year, the record-setting pace still holds for a number of key emerging tech sectors such as information security, machine learning and IoT.

(Re)Building the Digital Workplace: Taking the Long View Around Employee Productivity and Engagement

Moderators: Chris Marsh, Conner Forrest

In this session, analysts from 451 Research's Workforce Productivity and Collaboration channel will highlight the key trends and dynamics that are changing the way businesses think about their digital workplace and how work happens across their organizations. Rethinking corporate purpose, planning new kinds of digital workspace, better understanding employee engagement to drive productivity and other business goals, reevaluating project, portfolio and work management approaches, and more concretely understanding ESG mandates are all key elements. It has never been more consequential to put the right level of strategic thought into how the digital workplace operates.

Why Scaling Enterprise AI/ML Is Hard and How MLOps Can Help

Moderator: Nick Patience

Machine learning models are not like previous rules-based models; they require active management, monitoring and periodic retraining to keep making valid predictions. This would be fine with handfuls of models, but organizations are now deploying thousands of models and thus have a significant model management challenge on their hands. MLOps tools can help with managing all those models, which are often deployed across multiple platforms – in the cloud, on-premises and at the edge. This panel will examine the challenges organizations face getting AI to scale, how MLOps tools can help solve these challenges and whether a best-of-breed or platform-based approach works best.

Flexible Infrastructure: Cloud, On-premises, Hybrid, Multicloud, Edge – Yes, All of the Above

Moderators: William Fellows, Jean Atelsek

Enterprise infrastructure encompasses hybrid, multicloud and edge venues to support the needs of different workloads. It is the consumption-based, service-driven retail 'operating model' discipline that delivers the cloud experience across these. Together, they offer the best of both worlds: the flexibility and scalability of seemingly infinite capacity on public cloud, plus the predictability and familiarity of operations done on company-owned or leased infrastructure with an opex model. As for software (applications), cloud 'nativity' has become the default platform for deployment, and the industry is rotating to the as-a-service/subscription consumption model. In the future, all of this will be delivered together as a single bill with a unified customer experience, regardless of the back-end architectures or the vendors fulfilling it. Putting this all together, abstracting away complexity and optimizing deployments is going to take some time. This panel will examine the opportunities and challenges that lie ahead.

Why Edge, Where Edge, Who Edge?

Moderators: Brian Partridge, Christian Perry

The edge computing infrastructure and services market has emerged from a sustained period of hype and speculation and is now generating ROI for some. This session will explore the current state of play on both the provider and demand sides at a critical time when fragmentation and choice can be overwhelming for buyers to navigate. We'll review the use cases driving adoption patterns and use insights from our end-user surveys to guide a discussion about the Fourth Industrial Revolution, the cloudification of 5G, and the transformation of retail, transportation and manufacturing.

The Future of Payments

Moderator: Jordan McKee

The payments industry is undergoing a profound evolution fueled by the confluence of new technologies, new entrants and new customer demands. These forces are reshaping the role and business value of payments technology. This session will provide a forward-looking view into the key micro and macro shifts that are transforming the payments value chain, running the gamut from cryptocurrencies and buy now, pay later to regulation and consolidation. In doing so, it will surface strategies and best practices for enterprises to future-proof their payments strategy.

Customer Experience: Redefining Value in the Digital Economy

Moderator: Sheryl Kingstone

2022 will be a year of IT execution as companies accelerate their formal digital transformation strategies and establish a new 'business as usual.' Improving the customer experience is at the heart of many initiatives, and continuous improvement requires a well-planned approach to business and technology innovation to remain relevant in the eyes of customers. Once-aspirational views of innovative and immersive digital experiences have quickly transitioned into requirements for employees, customers and partners. Over the past year, businesses that allocated a larger portion of their overall IT budgets to digital transformation also accelerated the pace of strategic projects, such as cloud-native technologies and data analytics initiatives, which are needed to support real-time, data-driven goals. Heightened demand for context, collaboration and control in all customer interactions requires investment in new platforms that optimize CX in real time.

Data Security, Data Privacy and Data Governance Are on a Collision Course

Moderators: Paige Bartley, Justin Lam

Ensuring long-term business agility ranks as a top objective when it comes to being more data-driven as an organization. Yet techniques for pervasive enterprise intelligence must account for the contemporary reality of universal risk. As data becomes more valuable – and sensitive – formerly distinct areas of product functionality are converging, melding aspects of data security, data privacy and data governance into more cohesive approaches that support and accommodate a broad array of enterprise data stakeholders. Contrary to common assumptions, these methods are not designed to 'lock down' data or make informational resources inaccessible. Rather, modern technological approaches seek to align business objectives and ensure that data management and data governance practices serve as a proactive foundation, supportive of both insight-oriented initiatives as well as regulatory (and other) requirements related to privacy and security.

Datacenter Innovation: Sustainability Is Now in the Driver's Seat

Moderators: Kelly Morgan, Dan Thompson

For the largest of companies, sustainability is no longer a 'nice to have,' but a 'must have,' and for tech-heavy industries, this means the datacenter footprint is now under heavy scrutiny. As the pressure to 'go green' continues, this trend will eventually reach down to the smallest of companies. In the past, the primary focus for datacenter operations teams was to increase efficiency. However, there has been a shift in focus toward the decarbonization of the energy being consumed. While efficiency (energy conservation) and decarbonization are critical aspects of datacenter sustainability, there are other factors to consider, such as water usage and the embodied carbon of the facilities. It is fair to ask, then, whether organizations should be rethinking workload placement overall for the sake of sustainability. Are there potential benefits of one venue over another? How would one go about even sorting that out? This session will look into the trends ahead and consider the answers to these questions.