

# **AMITY UNIVERSITY UTTAR PRADESH**

**AMITY SCHOOL OF ENGINEERING & TECHNOLOGY**

IN ASSOCIATION WITH

EMC DATA STORAGE(INDIA) PVT. LTD.

PRESENTS

## **CONFLUENCE - THE NEXT GENERATION INFORMATION TECHNOLOGIES SUMMIT**

January 22-23, 2010  
Amity University Campus  
Sector-125, Noida

**Background:**

Numerous studies and research indicate that the volume of data that needs to be stored, managed, secured, protected and made available in any organization is growing at a phenomenal rate. Additionally, the complexity of data is challenging existing IT professionals as they are tasked to comply with regulatory requirements and meet the growing demand for quickly accessible, fully available data. The enormity of the challenge can be gauged from the fact that more data has been produced than what can be stored in all available storage media across the world. By 2011, almost half of the Information created will not have a permanent Storage.

**CONFLUENCE - The Next Generation Information Technologies Summit** focuses on strategies for 'Information & Storage Management' in different Sectors and seeks new directions in the changing business scenario. It emphasizes, in particular, on the next generation information technologies, innovative approaches, speed, quality enhancement, and cost reduction. It provides a platform for joining hands and fostering industry-academia interactions through sharing experience, new ideas, research results and networking, thus creating a synergy of interests.

The summit is likely to be attended by senior executives from industry, government and academia and the young professionals. Technical Sessions and Panel Discussions during the summit will address the increasing use of emerging technologies and their impact on the business.

**Objectives:**

In the era of rapidly changing technology, there is a strong and urgent need for constant updation & synchronization with the latest global technology trends. The Summit aims at the following:

- a) Creating participants' awareness about the enormity and complexity of challenges in managing and storing information.
- b) Encouraging & motivating them to apply new /emerging technologies to the real /actual situations for information storage & management.
- c) Understanding the Industry Leaders' perspective on handling the Information Management challenges faced by the world.
- d) Enriching business competencies & entrepreneurship skills by leveraging emerging technologies.
- e) Developing the nation for meeting the rapidly changing industrial / corporate & societal demands.

**Coverage:**

The CONFLUENCE offers six technology tracks focusing on various new emerging technologies as given below:

**Cloud computing** is an emerging computing technology that offers hosted services remotely to maintain data and applications. It allows consumers and businesses to use applications without installation and access their personal files at any computer with internet access.

**State of the Art Data Centre** refers to a centralized repository, either physical or virtual, for the storage, management, and dissemination of data and information emanating from an IT infrastructure using the latest hardware and software for optimum output.

**Virtualization** is the creation of a virtual version of operating system, server, storage device or network resources. It leads to savings in capital expense of hardware/software and increases the infrastructure efficiency and usage.

"**Web 2.0**" is the second generation of Internet with web applications which facilitate interactive information sharing, interoperability, user-centered design and collaboration on the World Wide Web. Examples of Web 2.0 include web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis, blogs, mashups and folksonomies.

**Data deduplication** is a method of reducing storage needs by eliminating storage of multiple copies of same data. Only one unique instance of the data is retained on storage media and redundant data is replaced with a pointer to the unique data copy.

## IT & Compliance –India

Information is the most critical asset of any organization today. Managing information in terms of security, compliance, privacy, availability and reliability within the compliance and regulatory requirements is of one of the biggest challenges faced by the Industry today.

## Programme Schedule:

Day 1: Friday, January 22, 2010		Day 2: Saturday, January 23, 2010	
10:00 hrs -11:30 hrs	Inaugural Session Planery Session	10:00 hrs -11:00 hrs	Planery Session
12:00 hrs -13:00 hrs	Panel discussion on ‘Technology landscape in India - Is India Inc. ready for the next Era’	11:30 hrs -13:00 hrs	Panel discussion on Technology Landscape in India - Are the IT industry and academic in Sync
14:00 hrs -17:30 hrs	Concurrent Sessions on “Technology Tracks I to VI” <ul style="list-style-type: none"><li>• Clouding Computing</li><li>• State of Art Data Centres</li><li>• 3D data duplication</li><li>• Virtualization</li><li>• Web 2.0</li><li>• IT &amp; Compliance</li></ul>	14:00 hrs -16:00 hrs	Concurrent Sessions on “Technology Tracks I to VI”: Telecom, Banking, Pharma / Research and IT/TES, Govt., Oil & Gas, Education & Research and Aviation & Tourism
		16:00 hrs -17:30hrs	Valedictory Function & Award Ceremony

## Einblick’2010 : Research Paper Competition

**Call for Papers:** Authors are cordially invited to submit a full copy of their papers (4-6 pages) along with a short abstract in soft copy at [einblick2010@amity.edu](mailto:einblick2010@amity.edu). Topics of interest for submission include - advanced Computing Applications Database Systems / Storage Systems. Some of the important dates are given below:

Abstract submission Deadline	: December 15, 2009
Notification of Acceptance	: December 20, 2009
Full Paper Submission	: December 25, 2009
Last date of Registration for Authors	: December 30, 2009

Further details of Einblick’2010 are available on a separate leaf & on the web site.

## Special Features:

Sectorial Excellence Awards shall be presented during the Award Ceremony to the persons from Academia and Industry from both Private as well as Government organizations in order to acknowledge their contribution in the society.

## Who should attend:

Industry Professionals, Academicians, Students, Research Scientists & Scholars, and Consultants.

## Participation & Registration:

	Participation Fee*
Professional/Industries	Rs 4000/-
Academician	Rs. 2000/-
Students/Research Scholars	Rs. 500/-

\* This includes Tuition Fee, Cost of course material, luncheons and other relevant expenses for the non-residential participants. The Registration fee is non-refundable, however participation by a substitute on prior information is allowed. Remittance of fee in advance is compulsory for confirmed participation.

The filled-in Registration Form along with the participation fee by bank draft, in favor of “**Amity Sponsorship Account**” should be sent to at the following address **before 30<sup>th</sup> Dec’09**:

Dr. Balvinder Shukla  
 Director General, Amity School of Engineering & Technology & Pro VC (A), AUUP  
 Amity University Campus, E1 Block, Second Floor  
 Sector-125, Noida-201301

**Accommodation:**

Accommodation can be arranged in Amity Guest House/ nearby hotel as per the availability on payment basis for which the organizers shall provide necessary assistance if informed well in advance.

**COMMITTEES**

**Advisor:** Maj Gen K.J.Singh, Vice Chancellor, AUUP

**Chairperson:** Dr. Balvinder Shukla, Pro-Vice Chancellor, AUUP & Director General, ASET

**Steering Committee:**

Maj. Gen. A.K Jain, Addl Director, ASET  
 Prof. Kaiser Singh, HOD, Department of Computer Science & Technology, ASET  
 Mr.Krishna Kant, Sr. Programme Manager, EMC

<p><b>Technical Committee:</b>          Dr. M.N.Gupta, Director, ASET, Brijwasan          Dr. Deepti Mahrotra, Director, ASCS,Noida          Dr. Ajay Rana, Director, ATPC, AUUP          Dr. Arun Khosla, Assistant Prof., NIT, Jalandhar          Prof. Arun Sharma, AIIT, AUUP          Mr. Sanjeev Thakur, Assistant Prof, ASCS, Noida          Mr. Santar Pal, Sr. Lecturer, ASET</p>	<p><b>Organizing Committee:</b>          Ms. Priyanka Chawla          Ms. Renuka Nagpal          Ms. Sapna Sinha          Ms. Anu Gupta          Ms. Ritu Chawla          Mr. Amit Rawat          Ms. Preeti Gupta</p>
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**About Amity School of Engineering & Technology (ASET)**

ASET, a premier Institution within Amity University, Uttar Pradesh, started functioning in the year 2003. ASET is one of the top Technical Institutions of the Country imparting Higher Learning in the area of Engineering & Technology.

At ASET, we believe in full fledged and holistic development of students in cutting edge and emerging technologies, sports, leadership, personality development through our state of the art facilities supported by excellent infrastructure, Research & Development opportunities, world class libraries & labs & strong industry interaction.

**About EMC Data Storage (India) Pvt. Ltd.**

EMC Corporation found in 1979 is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information.

EMC information infrastructure can be used as the foundation for implementing information lifecycle management strategies, securing critical information assets, leveraging content for competitive advantage, automating data center operations, reducing power and cooling costs, and more.

Emphasis is given to develop the spirit of innovation amongst the students to take engineering sciences in India to the next higher level. Presently, ASET offers two Postgraduate Programs – M.Tech.(CS&T) & M.Tech. (ECE) and five B.Tech. Programmes in the areas of Computer Science, Information Technology, Electronics & Communication, Mechanical & Automation and Civil Engineering.

EMC works with organizations around the world, in every industry, in the public and private sectors, and of every size, from startups to the Fortune Global 500. EMC's customers include banks and other financial services firms, manufacturers, healthcare and life sciences organizations, Internet service and telecommunications providers, airlines and transportation companies, educational institutions, and public-sector agencies. EMC provides technology, products, and services to consumers in more than 100 countries across the globe.

For further details / Registration, Please Contact

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