

## Topic:- Current Trends in SDN

Enterprises networks have not kept pace with industry advancements in virtualization nor innovation. . . Through separating the control and data planes SDN provides the industry with the ability to re-define networking – one that is based upon business policy rather than IP addresses. We'll discuss how SDN is evolving from feasibility / technology focused research to exploring how we accurately represent business policy to the infrastructure. We'll review organizations (Enterprise and Service Providers) that are benefiting from SDN today and the opportunity SDN presents for Application Developers.



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Elissa is responsible for driving the SDN and Network Management businesses across APJ. She also leads virtual teams of in-country SMEs.

Her areas of responsibilities include driving HP Networking's SDN strategy across Asia Pacific and Japan in addition to business category management, new product introduction, and product lifecycle management and marketing. She is an evangelist of the various SDN and Network Management solutions within her portfolio and is a frequent spokesperson to customers and partners on both current and emerging technologies for HP Networking.

Elissa has been with HP Networking for more than seven years and was formerly a senior Solution Architect for HP Networking South Pacific. Prior to that, she was a consultant with NEC. She started her career with ANZ Bank one of the largest financial institutions in South Pacific where she held multiple roles with the IT operations team.