

# Africa's anticipated IT industry cloud event preparations gain momentum

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*The Cloud and Virtualisation Summit Africa will take place from 10 to 11 October 2012 at the Hilton Hotel Sandton in Johannesburg, South Africa. The summit is produced by international business-to-business conferencing company Kinetic Events and offers innovative resources, ideas and best practice case studies enabling your enterprise to apply them immediately in order to leverage the cloud, assisting you in maximising performance, minimising costs and improving the scale of your projects.*

South Africa, Republic of, Sep, 2012 - The anticipated 3rd annual Cloud and Virtualisation Summit Africa will be held at the Hilton Hotel in Sandton, Johannesburg, from 10 to 11 October 2012. The event is hosted by international business-to-business conferencing company, Kinetic Events. The must-attend event is aimed at business and technology leaders who need to understand how cloud computing and virtualisation is fundamentally transforming the way in which we think about, acquire and use computing resources.

Enterprise virtualisation projects are the focus of many IT professionals attempting to consolidate servers or data centres, decrease costs and launch successful "green" IT conservation initiatives. To better understand the greater concept of virtualising; IT resources are somewhat 'squeezed' from the enterprise computers processing power, memory, bandwidth and storage capacity, while transferring the data gathered onto the smallest number of hardware platforms possible, and then strategically assigning those resources to operating systems and applications on a time-share basis.

The main driver gearing enterprises in transforming IT models and processes towards virtualisation and cloud computing for some or all of their computing infrastructures, is that the innovative, next-generation technology is a cost effective solution to enterprise IT infrastructures. Cloud computing is reforming the global IT marketplace, offering a more cost effective method for the enterprise to acquire and use IT. The summit focuses on how traditional enterprises are able to successfully adopt cloud computing, featuring industry thought leaders, industry experts and end-user experiences of cloud computing and virtualisation technologies.

The summit is aimed at industry enterprise and technology leaders with the thirst for knowledge and understanding, insight and guidance on how cloud computing and virtualisation is essentially transforming the way in which we think about, acquire and use computing resources. The summit will allow senior decision makers and industry executives to discover the most appropriate and effective level of cloud computing engagement for them, and how innovative cloud technologies can be deployed alongside existing static deployments of hardware and software.

The interactive format of the summit includes a cutting edge agenda offering strategic workshop sessions featuring industry thought leaders and innovative solution providers; expert-led interactive keynote sessions presented by internationally renowned guests, innovative networking and interactive discussion sessions, and an invaluable industry solution providers showcase area.

*For more information, to apply to attend, comment or photographs, visit [www.cloudsummit.co.za](http://www.cloudsummit.co.za) or contact Shaunei Meintjes on +27 21 555 0866 or [shaunei@kineticevents.net](mailto:shaunei@kineticevents.net). Follow @ITLeadersAfrica and @KineticEventsSA on Twitter for daily updates and news feeds.*

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