

# OpenStack Day Tokyo 2013

<http://openstackdays.com/en/>

## Event Report



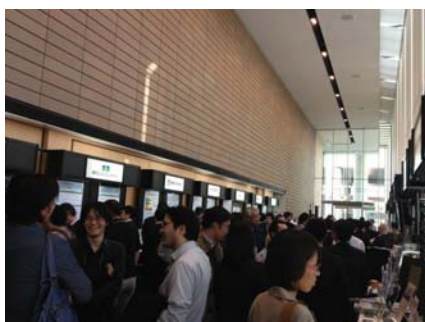
2013.04.12

## 0. Event Summary

Japan's first dedicated OpenStack event was held on March 12, 2013 in Akihabara, Tokyo. Attracting more than 1,000 advance registrants, 700 onsite attendees, 22 sponsor organizations, 13 media partners and 8 supporting organizations, the event exceeded initial expectations and confirmed the strong interest in the business application of OpenStack in Japan.

## 1. Outline

<b>Event Name</b>	OpenStack Day Tokyo 2013 "OpenStack - Business Ready!"
<b>Date</b>	March 12, 2013 10:00-18:40
<b>Venue</b>	Akihabara Convention Hall 2F 2F Akihabara Dai Building, 1-18-13 Kanda, Chiyoda-ku, Tokyo
<b>Organized by</b>	OpenStack Day Tokyo 2013 Executive Committee
<b>In Cooperation with</b>	Japan OpenStack User Group
<b>Supported by</b>	Ministry of Internal Affairs and Communications (MIC) Ministry of Economy, Trade and Industry (METI) Cloud Utilization Promotion Agency (CUPA) Cloud Business Alliance (CBA) Virtualized Infrastructure Operators Group Open Standard Cloud Association (OSCA) Japan OSS Promotion Forum ASP-SaaS-Cloud Consortium
<b>Content</b>	Keynotes, Sponsor Sessions, Exhibition
<b>Fee</b>	Free (advance registration required)
<b>Contact</b>	OpenStack Day Tokyo 2013 Office E-mail: <a href="mailto:osdt2013-office@e-side.co.jp">osdt2013-office@e-side.co.jp</a>



## 2. OpenStack Day Tokyo 2013 Executive Committee

### Chair

Akihiro Hasegawa Bit-isle Inc.

### Members

Yasuhiro Arai	Cloud Utilization Promotion Agency (CUPA)
Satoshi Konno	Morphlabs, Inc.
Toru Makabe	Hewlett-Packard Japan
Takanori Masuzuki	Dell
Takeshi Nakashima	Midokura
Tomoaki Nakashima	ITOCHU Techno-Solutions Corporation (CTC)
Ayumi Oka	NTT Software Corporation
Chieko Takashashi	NEC Corporation

## 3. Sponsoring Organizations

### GOLD

Arista Networks, Inc.	Dell
Hewlett-Packard Japan	IBM Japan
Industrial Technology Research Institute	ITOCHU Techno-Solutions Corporation (CTC)
Midokura	Morphlabs, Inc.
NEC Corporation	Net One Systems Co., Ltd.
NTT DATA CORPORATION	Tokyo Electron Device Limited (TED)

### SILVER

Bit-isle Inc.	NTT Software Corporation	Quanta Computer
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### BRONZE

ALTIMA Corporation	Brocade Communications Systems Inc.	Hitachi Systems, Ltd.
LPI-Japan	MIRACLE LINUX CORPORATION	
NEC Networks & System Integration Corporation		VirtualTech Japan Inc.

### MEDIA

@IT	INTERNET Watch	ITmedia enterprise	ITLeaders	Internetcom
Computerworld	Publickey	Gijutsu-Hyohron Co., Ltd.	gihyo.jp	
Slashdot Japan	SourceForge.JP	Nikkei Computer	Nikkei Linux	

## 4. Registration Report

### ADVANCE REGISTRANTS

**1038**

### ONSITE ATTENDEES

**700+**

pre-registered	564 (54.3%)
onsite	61
press	16
<hr/>	
Total	641

The addition of speakers, sponsors and exhibitors takes the actual onsite attendance to well over 700 participants.

### Online Advance Registration Questionnaire

Tell us your reason for participating in the event: (multiple responses possible)

Responses	1084
Acquisition of general information	951
Business meeting with participating sponsor	51
Exchanging opinions with participants and sponsors	192
Interest in exhibit content	171
Interest in specific sponsor session content	368
Other	9



## 5. Program

	2F Hall A	2F Hall B	2F Foyer
10:00-10:15	Opening Address		Exhibition
10:15-11:05	<b>K1 Keynote</b> <b>The Rising Stack: How &amp; Why OpenStack is Changing IT</b> Mark Collier (Co-Founder, OpenStack COO, OpenStack Foundation)		
11:05-11:55	<b>K2 Keynote</b> <b>Education and Research on Open Cloud</b> Prof. Shigetoshi Yokoyama (National Institute of Informatics)		
11:55-12:30	Break		
12:30-13:10	A1 (Lunch Session) Morphlabs	B1 (Lunch Session) ITOCHU Techno-Solutions Corporation (CTC)	
13:20-14:00	A2 NEC Corporation	B2 Tokyo Electron Device Limited (TED)	
14:10-14:50	A3 Arista Networks Japan	B3 Dell	
14:50-15:10	Break		
15:10-15:50	A4 Midokura Japan	B4 Hewlett-Packard Japan	
16:00-16:40	A5 Industrial Technology Research Institute	B5 Net One Systems Co., Ltd.	
16:50-17:30	A6 IBM Japan	B6 NTT Data Corporation	
17:40-18:40	P1 Panel Discussion		

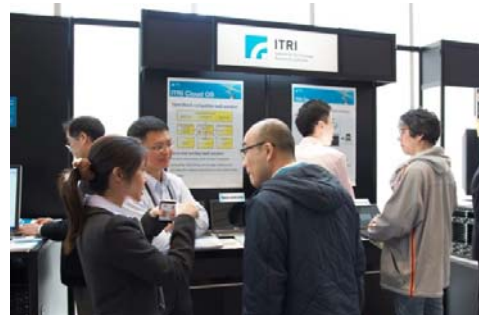


Keynote Speakers Mark Collier and Prof. Shigetoshi Yokoyama

## 6. Sponsor Exhibition

### Industrial Technology Research Institute

ITRI Cloud OS is a new generation IaaS solution developed for both Public Cloud operators and Private Cloud users.



### Quanta Computer

Quanta will display a general-purpose server, multi-node server, microserver, and 10G switches which are ideal for virtualization, hosting, and various cloud applications.



### Arista Networks, Inc.

Exhibiting the next-generation 10G Ethernet switch: layer 2/3 [Arista7150 Series] Multicast Switch



### ITOCHU Techno-Solutions Corporation (CTC)

Demoing a Hop-by-Hop model linking [OpenStack/SDN] IaaS, BigSwitchNetworks (controller) and Pica8 (switch).





## NTT Software Corporation

Introducing a new IaaS (OpenStack) and PaaS (Cloud Foundry) based private cloud concept.



## NTT DATA CORPORATION

Introducing NTTData's OpenStack [nova] and [swift] solutions. (<http://oss.nttdata.co.jp/openstack/>)



## Dell

Exhibiting the cloud, iDC multi-node server [Dell PowerEdge C series] and the OpenStack deployment tool [Crowbar].



## Tokyo Electron Device Limited (TED)

- Arista 7000/7100s series — gigabit Ethernet switch
- Nicira NVP — network virtualization platform
- Basho RiakCS — cloud storage



## IBM Japan

Demonstrating the IBM PureFlex System.



## NEC Corporation

Demonstrating NEC's latest cloud solutions.



## Hewlett-Packard Japan

Exhibiting Hewlett-Packard Japan's OpenStack based private and public cloud solutions including a demo of the HP CloudSystem Matrix.



## Net One Systems Co., Ltd.

Introducing AMD's SM15000 series and demonstrating Big Switch Network's OpenStack with SDN solution.





### **Bit-isle Inc.**

An introduction to Bit-isle's cloud data center and a concept model demo of low power server(ARM CPU) based Swift object storage.



### **Midokura**

Demonstrating MidoNet - the OpenStack Quantum Plugin for network virtualization.

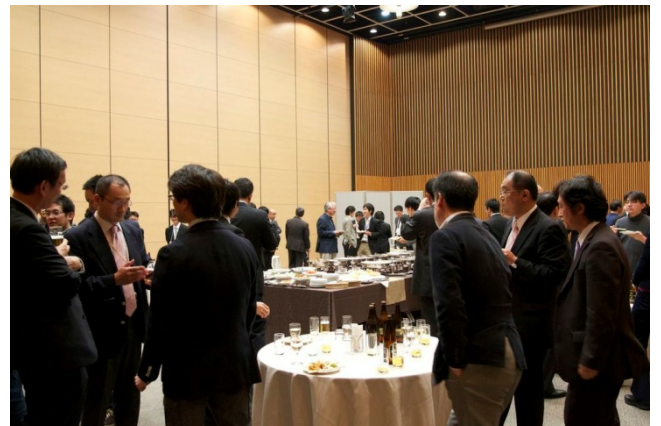
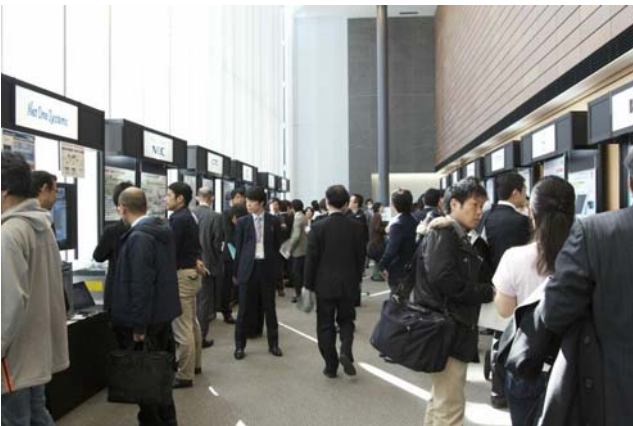


### **Morphlabs, Inc.**

Exhibiting the OpenStack based cloud solution mCloud series including a demonstration of the mCloud Helix (private) and mCloud Osmium(public cloud) solutions.



## 7. Images



## 8. PR Tools



Event Site  
openstackdays.com/en/



Advance Flyer



Onsite Program



Sticker



Onsite Signage

## 9. Media Coverage (in Japanese)

### Advance Release

<http://itpro.nikkeibp.co.jp/article/NEWS/20130213/456002/>  
[http://cloud.watch.impress.co.jp/docs/news/20130213\\_587460.html](http://cloud.watch.impress.co.jp/docs/news/20130213_587460.html)  
[http://internet.watch.impress.co.jp/docs/news/20130213\\_587461.html](http://internet.watch.impress.co.jp/docs/news/20130213_587461.html)  
<http://www.computerworld.jp/topics/601/206401>  
<http://sourceforge.jp/magazine/13/02/13/0919217>  
<http://codezine.jp/article/detail/6997>  
<http://gihyo.jp/news/info/2013/02/13/01>  
<http://www.sbbbit.jp/article/cont1/25959>  
[http://news.searchina.ne.jp/disp.cgi?y=2013&d=0213&f=it\\_0213\\_020.shtml](http://news.searchina.ne.jp/disp.cgi?y=2013&d=0213&f=it_0213_020.shtml)  
<http://mediajam.info/topic/2354276?rss=true>  
<http://pressrelease-jp.com/press/11998/20130213/>  
<http://news.nplus-inc.co.jp/index.php?number=158890&action=ViewDetail>  
<http://www.regnas.jp/press/system/article0015003.html>  
<http://www.regrese.jp/release/details/2311/1/>  
[http://open-press.info/release/event\\_seminar/21028.html](http://open-press.info/release/event_seminar/21028.html)  
[http://www.prerele.com/release/detail\\_10053.html](http://www.prerele.com/release/detail_10053.html)  
<http://aeropres.net/release/html/5591>  
<http://newzine.net/newsrelease/29674/>

### Onsite Reports/Interviews

[http://www.publickey1.jp/blog/13/openstackopenstack\\_day\\_tokyo\\_2013.html](http://www.publickey1.jp/blog/13/openstackopenstack_day_tokyo_2013.html)  
[http://cloud.watch.impress.co.jp/docs/event/20130313\\_591509.html](http://cloud.watch.impress.co.jp/docs/event/20130313_591509.html)  
<http://www.atmarkit.co.jp/ait/articles/1303/12/news075.html>  
<http://itpro.nikkeibp.co.jp/article/Interview/20130326/466030/>  
<http://enterprisezine.jp/iti/detail/4667>  
<http://www.sbbbit.jp/article/cont1/26070>

## Contact

### OpenStack Day Tokyo 2013 Executive Committee

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