

Schedule

Monday, October 5

Time	Event	Location
3:00 PM - 7:00 PM	Registration	4th Floor Registration Desk
7:00 PM - 8:00 PM	Registration	24th Floor
7:00 PM - 10:30 PM	Networking event & reception	24th Floor
9:00 PM - ????	SoftLayer – Networking Event	Hotel Lobby Bar

Tuesday, October 6

Time	Event	Location
8:30 AM - 6:00 PM	Registration	4th Floor, Table 8
9:00 AM - 9:15 AM	Welcome	Grand Ballroom A
9:20 AM - 10:10 AM	Customer Service the cPanel way	Grand Ballroom A
10:15 AM - 11:00 AM	Preparing your environment for Enkompass	Grand Ballroom A
11:00 AM - 11:30 AM	The Planet – Disruptive Technologies: The Effects of the Cloud & Virtualization on Hosting	Grand Ballroom A
11:30 AM - 12:00 PM	Trustwave - Data security best practices in shared hosting	Grand Ballroom A
12:00 PM - 1:00 PM	LUNCH	Grand Ballroom A
1:30 PM - 2:00 PM	CentOS - Rapid deployment & provisioning on the CentOS platform	Grand Ballroom A
2:10 PM - 3:00 PM	Debugging Exim	Grand Ballroom A
2:10 PM - 3:00 PM	Using Enkompass	Grand Ballroom B
3:00 PM - 3:50 PM	Advanced Windows technologies to get the most out of Enkompass	Grand Ballroom B
3:10 PM - 4:00 PM	cPanel API & automation	Grand Ballroom A
4:10 PM - 4:40 PM	Softlayer - Using the API & modules to enhance cPanel functionality	Grand Ballroom A
4:50 PM - 5:20 PM	Microsoft – The Web made easy with Windows	Grand Ballroom A
5:30 PM - 6:00 PM	Javascript: What everyone in webhosting should know about the world's most popular language	Grand Ballroom A
7:00 PM - 8:00 PM	DINNER	Grand Ballroom C
8:30 PM - 11:30 PM	Networking Event	Joystix Arcade
10:00 PM - 1:00 AM	R1Soft Networking Event	Pub Fiction

Wednesday, October 7

Time	Event	Location
8:30 AM - 12:00 PM	Registration	4th Floor, Table 8
9:00 AM - 9:50 AM	Advanced cPanel troubleshooting with strace	Grand Ballroom A
9:00 AM - 9:50 AM	What hosters need to know about Microsoft licensing & programs	Grand Ballroom B
10:00 AM - 10:30 AM	R1Soft - An in-depth look at what's new in data protection & the cost-saving implications of CDP 3.0	Grand Ballroom A
10:40 AM - 11:30 AM	Migration customization	Grand Ballroom A
11:30 AM - 12:00 PM	Commtouch - Opensource e-mail security may cost more than you think	Grand Ballroom A
12:00 PM - 1:00 PM	LUNCH	Grand Ballroom C
1:10 PM - 2:00 PM	DNS clustering	Grand Ballroom A
2:10 PM - 2:40 PM	OpenSRS - 10 global hosting trends and how they will impact your business	Grand Ballroom A
2:10 PM - 2:50 PM	Enkompass with SmarterMail	Grand Ballroom C
2:50 PM - 3:20 PM	Introduction to cPanel::Locale	Grand Ballroom A
3:00 PM - 3:40 PM	Interfacing with the Enkompass API	Grand Ballroom B
3:45 PM - 4:35 PM	Server Stability and Growth	Grand Ballroom A

Course Descriptions

Grand Ballroom A:

Customer service the cPanel way - Sean Richards, cPanel

This session focuses on best practices for keeping your customers happy and coming back for more. Also discussed will be effective ways to use customer feedback to drive customer satisfaction.

Preparing your environment for Enkompass -

Jennifer Doubrava, Windows Analyst, cPanel
This presentation will walk you through setting up your environment for Enkompass. This will include setting up your Active Directory environment, DNS services and Shares with the needed permissions to allow centralized user and website storage. We will also cover the set up of MySQL, MS SQL, MailEnable and SmarterMail which are important services for a webhosting environment.

Rapid deployment and provisioning on the CentOS platform - Special Guest Speaker,

Karanbir Singh, CentOS
When you have more than just one server in your infrastructure it gets important to have a provisioning and deployment strategy so you can get fresh builds out quicker, more regulated, secure and organized into a state where management of these machines becomes close to trivial. The first 15 minutes of the talk focus on some of the most often used strategies for CentOS Deployments, then goes into some of the concepts, applications and processes recommended to post-build manage the machine state.

Debugging Exim - Stephen Bee, Quality Assurance, cPanel

A primer for using the assorted tools provided with Exim to troubleshoot e-mail delivery. This presentation will start with a brief overview of Exim's workflow, concluding with a detailed look at Exim's built-in debugger.

cPanel API & automation - Matt Dees, Quality Assurance & David Grega, Sales Support, cPanel
The goal of this session is to cover methods that can be used for developing scripts for automating multiple cPanel servers from a central location. Topics covered include automating service configuration, building tools for monitoring account usage, and developing post hooks for integration with third party services.

Using the API & modules to enhance cPanel functionality - Kevin Laude, Softlayer
The functionality of cPanel can be greatly

extended through the use of a third party hosting API. Kevin Laude, a SoftLayer Senior Developer, will present a top-down plan for integrating new code into cPanel. The presentation will outline how to build and install your module, including demonstration of an example of a cPanel module that allows end user control over a CDNLayer account hosted at SoftLayer.

The Web made easy with Windows - You can develop and host with a single OS/ Platform. Windows is more consistent with the PHP development environment and offers .NET and interoperability with existing PHP applications. Windows offers more features and cost effective services such as Media Server and Smooth streaming. Windows Server 2008 and IIS 7 offers powerful output caching, easy customization, and is easy to deploy and remotely manage. With IIS 7 you get great APIs for extending the web server to meet the specific needs of your .NET or PHP applications. The Windows Platform Installer (WPI) is free tool that enables administrators to deploy the Windows Web Platform with ease. WPI is also integrated with the Application Gallery which enables the installation of a plethora of the most popular web applications developed in varying programming languages..

JavaScript: What everyone in the hosting industry should know about the world's most popular language - Chris Oakman, UI Developer, cPanel

JavaScript is the world's most popular programming language, but it is often misunderstood and a source of confusion. Join cPanel UI Developer Chris Oakman in this 30 minute talk as he explains what everyone in the hosting industry should know about JavaScript. The talk will escalate technically, starting off with the basics and ending with a simple example of a XSS (cross-site scripting) attack. This talk is aimed at technical and non-technical people alike.

Advanced cPanel troubleshooting with Strace - Lee Latham, NIX Tech Analyst 1, cPanel
Strace skills will enable you to isolate many issues yourself. We will demystify this simple but often misunderstood and intimidating tool. You will learn how to invoke this command and interpret its output for use in any situation.

An in-depth look at what's new in data protection and the cost-saving implications of CDP 3.0 - XXXXXX, R1Soft
In today's data center environment, rapid data growth poses serious challenges— with

shrinking backup windows, reduced recovery time objectives and decreasing tolerance for data loss. More than ever, data centers and Web hosts require affordable data protection solutions that deliver automatic, fast, and efficient data protection as well as bare metal restore. This section will provide an introduction to Continuous Data Protection® technology (CDP) and an in-depth look into the all new CDP version 3.0 as well as its cost-saving implications.

- Introduction to backup and restore with Continuous Data Protection® 3.0
- What's new in Continuous Data Protection® 3.0
- New file and folder includes/excludes with CDP 3.0
- Introducing CDP 3.0 Single Server – easy and affordable CDP for small web hosts
- Announcing Continuous Data Protection for SQL Server and Exchange
- Reducing IT costs with Continuous Data Protection®

Migration customization - Ken Power, Quality Assurance Manager & Jesse Asklund, NIX Technical Analyst 1, cPanel
Attendees will gain both a bird's eye view of the transfer system and a thorough understanding of the underlying infrastructure. Discuss how to customize transfers. Provides examples of customizing the process to handle some common scenarios such as very large databases.

Commtouch - Open source e-mail security may cost more than you think
Open source may seem like the most cost effective solution in many areas including fighting spam or malware. However, is it really cost effective? Does it provide your customers the required protection? Or does it distract you from focusing on your core business? During this session we'll look at how open-source email security solutions are affecting your Capex and Opex in ways you may not have realized and how to evaluate other ways to improve protection and reduce costs.

DNS clusters - Dave Lanning, NIX Tech Analyst 2, cPanel
This session focuses on setting up and administering DNS clusters the right way. Best practices with regards to configuration and implementation will be at the fore. You will also gain valuable knowledge about the subtleties and maintenance requirements of advance DNS clusters using WHM and DNS-Only builds.

10 Global hosting trends, and how they will impact your business - Adam Eisner, OpenSRS
This session will discuss new industry developments that hosts should be aware of, and the opportunities /dangers they present.

Introduction to cPanel::Locale, the last localization system you'll ever need - Dan Muey, NIX Developer, cPanel
Last year we heard about plans and technical issues regarding a new localization system for WHM and cPanel called Cpanel::Locale. Cpanel::Locale is now a reality. Come learn the ins and outs of understanding, using and administering it, as well as how you and your users will benefit. Also a roadmap of where it is and where it is going will be presented.

Server Stability and Growth - Chris Meisinger, Level 3 Technical Analyst, cPanel
The road to growing a small to medium sized webhosting business can be a bumpy one. This talk focuses on the common mistakes and growing pains associated with scaling your infrastructure to meet your growing sales and customer needs. We'll be discussing common across-the-board methods of ensuring server stability, quality of service and basic automation using cPanel. Learn how to monitor your servers and services, automate common tasks and plan for future growth.

Grand Ballroom B:

Using Enkompass - John L. Koston, Manager of Windows Products, cPanel
This quick introduction to Enkompass will lead you through the installation and initial setup of Enkompass. We will show you how to: Install Enkompass, Configure Enkompass to use web, mail and database servers. Plan your reseller structure to take advantage of reseller accounts, plans and roles.

Advanced Windows Technologies - Eric Ellis, Supervisor of Windows Support, cPanel
An open discussion of how advanced Server 2008 technologies can work with Enkompass with an emphasis on IIS. We will discuss how to use advanced SAN/NAS setups, Application Request Routing and IIS shared configuration to get the most out of your Enkompass domain. Using ARR we will show how you can limit your exposure on the web as well as keep a gateway to your web servers. We'll show how you can make that lazy passive server work and get a few more customers up and running. Also we'll show how you will never have to use FrontPage again thanks to WebDav and other IIS modules that can make your life easier.

What hosters need to know about Microsoft licensing & programs - Brad Jarocki
In this session, you'll learn about the Microsoft resources and tools to launch and grow a

Windows Hosting business. Additionally, the session will cover Microsoft's Service Provider Licensing Agreement and get your questions answered around Microsoft licensing.

Interfacing with the Enkompass API - Tom Green, cPanel

Want to learn the ROI of Windows Hosting? This session will walk through the costing of Enkompass, discuss market trends in the Windows Hosting realm and about positioning your hosting company to sell hosting with commercial software.

Windows Hosting provided a unique opportunity for companies to expand their service portfolio and this session will have details on how to make that a reality.

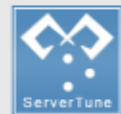
Attend this session and learn the following:

- The Encompass Pricing Model
- Microsoft SPLA Pricing Overview
- Example Configuration
- Market Prices for Windows Hosting
- From Concept to Product offering
- Why people need Windows Hosting

Enkompass with SmarterMail - A New Partnership for Optimization, Advantages, and Revenue Opportunities - Jeffrey J. Hardy, SmarterTools

Introduction to SmarterMail 6. This talk will explain the versions of SmarterMail and their feature sets, how to migrate mail accounts and partnering with Smarter Tools.

Premium Exhibitors



cPanel of Texas, LLC
3701 Kirby Drive Suite 428
Houston, Texas 77098
t: 713.529.0800 f: 713.559.3206
www.cpanel.net