



ACM Symposium
on Cloud Computing

Welcome!

Alfred Spector, General Chair

@SoCC_2012 for official tweets
(note the underscore!)

#SOCC2012

WiFi:

ACM_SOCC-G (2.4GHz g band)

ACM_SOCC-A (5GHz a band)

Both open networks. No password required

About SOCC

- **History:**
 - 3rd ACM Symposium on Cloud Computing
 - 1st Independent ACM Symposium on Cloud Computing
- **Steering Committee started ~1 year ago**
 - Phil Bernstein (Microsoft Research)
 - Ken Birman (Cornell University)
 - Joseph M. Hellerstein (UC Berkeley)
 - John Ousterhout (Stanford University)
 - Raghu Ramakrishnan (Microsoft)
 - Doug Terry (Microsoft Research)
 - John Wilkes (Google)

SOCC Organizing Committee

Publicity Chair

Daniel Freedman (Technion)

Webmaster / Graphic Designer

Melanie Saldana (Google)

Joshua Kaplan (Google)

Registration Chair

Simon Shim (San Jose State University)

Publication Chair

Shiv Babu (Duke University)

Deliverer

Chris DiBona (Google)

Program Chairs

Michael Carey (UC Irvine)

Steven Hand (University of Cambridge)

Treasurer

Apurva Desai (Greenplum)

Local Arrangements Chair

Kurt Brown (Greenplum)

General Chair

Alfred Spector (Google)

Many SJSU Students!!!

Sponsors

Platinum



Gold



Silver



Operational Details

- In case of fire, use both the escalators and stairs
- In case of earthquake, Copy the Californians, usually head under a table.
- In case of earthquake and fire, < you add here >
- No morning break, but coffee service remains from 9-noon.
- Afternoon break includes coffee, drinks and snacks. Ballroom foyer
- Lunch is in the Ballroom next door
- Come to the dinner at the Tech Museum! (You may not even know about this!)
 - It's way cool.
 - Amazing food and drinks, all exhibits open/staffed
 - Jazz trio
 - Complimentary IMAX movie ("Legends of Flight")
 - See the web site has more info on the dinner
- All conference info / updates will be on the socc2012 web site, and then tweeted
- Use the #socc2012 hash tag on your tweets
- **PLEASE, MINIMAL EMAIL or SOCIAL MEDIA or ... DURING TALKS**

About Cloud Computing

- Background:
 - The more computers, storage, & communication, the better!
 - Effectively, no near-term limits on scale (for many problems)
- But “more” is expensive, hard-to-manage, inefficient, etc...
- So, **Cloud**:
- But Cloud inevitably builds on:
 - Builds on distributed X
 - Builds on processor, networking, and storage architecture
 - Builds on privacy and security
 - Builds on programming languages, software engineering
 - Builds on sustainability
 - ...

Cloud Computing As an Area

- But, if everything is cloud computing, then perhaps nothing is...
 - E.g., there are many conferences on these sub-areas
- Hypotheses: What distinguishes cloud as a Area is:
 - Scale
 - Need for integrated approaches
 - Certain problems that are fundamentally different:
 - Resource allocation/pricing
 - Security/Privacy
 - Resilience
 - <you add here>
- So, talk to conference organizers about what you think should be the foci of the Symposium on Cloud Computing



ACM Symposium
on Cloud Computing

Welcome to SOCC 2012!

Mike Carey (U.C. Irvine)
Steve Hand (Cambridge)

PC Co-Chairs

Review Process

- Had 240 registered abstracts...
... which turned into 163 submissions
- Two round review process:
 - Every paper got at least 3 reviews
 - Solicited additional reviews for 36 papers (generally those with higher variance)
- On-line PC decision process held thru last week August and first few days September
 - Top 71 papers actively discussed via HotCRP
 - Aimed for consensus for all decisions
 - Accepted 25 (~15% acceptance rate)

Program Committee

Alan Demers
Alex Garthwaite
Ant Rowstron
Beng Chin Ooi
Byung-Gon Chun
Chandra Krintz
David Lie
Derek Murray
Divy Agrawal
Donald Kossmann
Fatma Ozcan
Florian Waas
George Candea
Greg Ganger
Hakim Weatherspoon
Hari Balakrishnan

Hector Garcia-Molina
Ion Stoica
Jeff Chase
Jeffrey Naughton
John Ousterhout
Judy Qiu
Jun Rao
Karsten Schwan
Lakshmi Ganesh
Lucy Cherkasova
Magdalena Balazinska
Matt Welsh
Matthias Schunter
Michael Carey
Patrick Helland
Peter Pietzuch

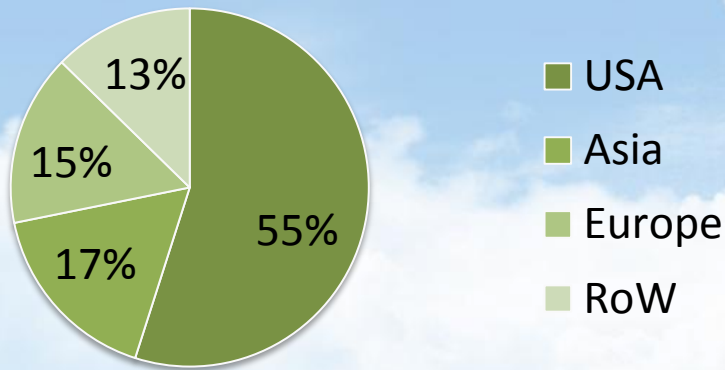
Sergey Melnik
Sharad Mehrotra
Steven Hand
Tim Kraska
Tyson Condie
Volker Markl

External Reviewers

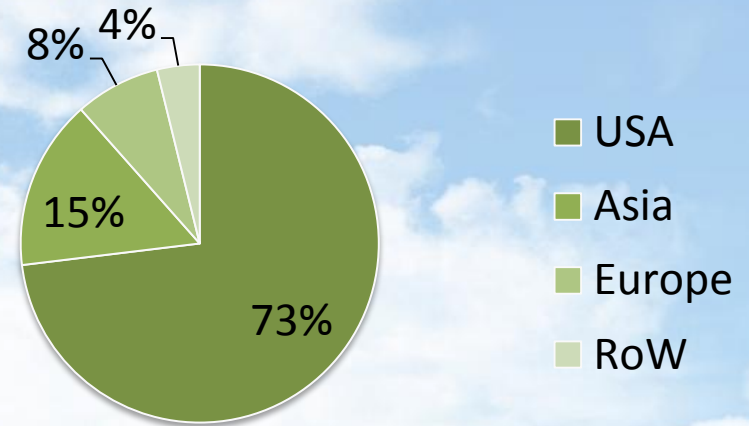
Andrew Moore
Andrey Balmin
Dean Hildebrand
Jon Crowcroft
Nikola Knezevic
Soeren Bleikertz
Stephan Ewen
Tim Kaldewey

Statistics: Geography

Submissions

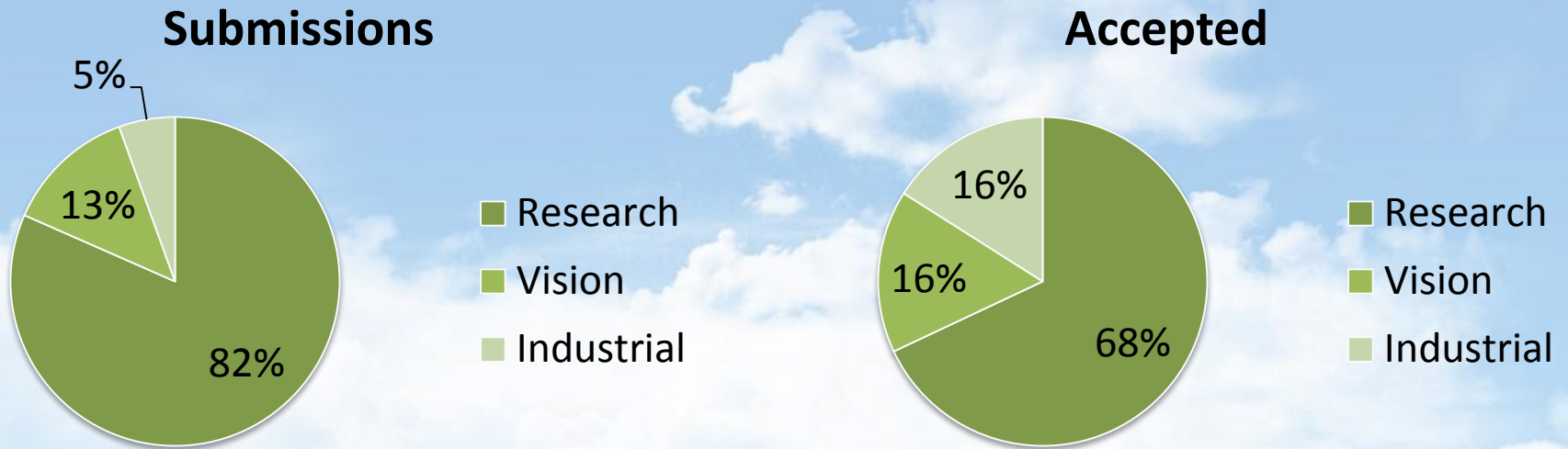


Accepted



- SOCC attracted submissions from all over the world
- Large proportion from USA, reflecting heritage...
- ... Yet clear increasing interest in topic globally

Statistics: Paper Types



- Similar numbers and breakdown to 2011
- Research/Industrial papers are traditional 14 page papers
- Vision papers are shorter, and can be more speculative ... which we hope will generate much discussion!

Summary

- We have a great program with a wide range of interesting papers
- Thanks to:
 - PC and external reviewers for all their hard work
 - Alfred & Kurt, for organization and logistics
 - All the authors for submitting papers, and
 - All of you for attending!

Keynote Speaker

- Professor Scott Shenker, UC Berkeley:
Software-Defined Networking: Overview and Implications
- Brown '78, Chicago '83 (physics)
- Fellow ACM, IEEE, and many more awards...
- National Academy of Engineering (this year)
- *For contributions to internet design and architecture*
 - *Work in scheduling, energy efficient scheduling*
 - *Software-defined networking, w/McKeown & Casado*