

**2004 WDI / WBIC Customer Conference
November 8 - 10, 2004 St. Pete Beach, FL**

**WDI Pre Conference Tutorials
Monday, November 8**

8:30 - 12:30

The Data Transformation Mapping Metamorphosis - Maura Grady, EdgeWise, Inc.

Were you aware that the traditional DI Mapping tool has experienced a metamorphosis and that there are now various mapping tools in WDI 3.2? Did you know after migration to WDI 3.2, your existing DI maps will become Send/Receive maps? Do you know how to maintain those Send/Receive maps? Are you aware of the exceptional features and functions of the Data Transformation Mapping tool? Do you want to visually compare and contrast your DI 3.1 maps, or prior releases, once they've been morphed into WDI 3.2? If you answered, "yes" to most of these questions, then this tutorial is for you. We will position the various mapping tools, discuss supporting your converted Send/Receive maps; including a brief comparison to DI Host maps, and take an in depth look at the features and functions of the powerful Data Transformation Mapping tool.

1:30 - 5:00

Integrating WDI with WMQ

Lee Whitaker and David Shannon, IBM Software Group, WDI Development

This session will cover the integration of WDI and WMQ to provide a complete EDI gateway. Specific topics covered in this session include:

- Terms and definitions
- Generating data flow to and from WDI
- High volume, large message, and disaster recovery scenarios
- Using WMQ and WDI in a multi-platform environment
- Using message meta-data to direct WDI behavior

The tutorial will conclude with a lab simulating the use of these technologies for Application Integration and Business to Business communication.

2004 WDI / WBIC Customer Conference

November 8 - 10, 2004 St. Pete Beach, FL

Tuesday, November 9

Welcome

Keynote - Buff Jones, Vice President, WebSphere Business Integration Development
eBusiness on Demand

WebSphere - Pieces of the Puzzle - Glen Bentley, Product Manager, WDI / WBI

The suite of WebSphere products provides unparalleled capabilities in terms of depth and breadth. With this depth and breadth, we often focus on specific products, but don't have the time to step back and see how all the pieces fit together. In this session, we will layout a reference architecture, and help you put the pieces of the WebSphere puzzle together!

WDI, From There to Here - Robin Pope, IBM Software Group, WebSphere Data Interchange Mgr

January of 2003, IBM made generally available the WDI 3.2 product. This version eclipsed the DI 4.1 version, which introduced the any-to-any translator. Since that time, much effort has been spent making the 3.2 release better, specifically the 3.2 subsystems surrounding the any-to-any translator. These additions to WDI 3.2 as well as enhancements made to the 3.2 product will be highlighted. Future enhancements will also be discussed.

Service Oriented Architecture - Raghu Thiagarajan, Portfolio Evangelist, WebSphere Business Integration

This presentation covers exciting new developments in the Service Oriented Architecture space. It identifies current business needs and IT problems, and describes architectural approaches to SOA. It introduces a framework for turning Web Services and existing enterprise applications into modular reusable services. It then describes IBM's efforts to apply the Business Process Execution Language (BPEL4WS) to compose reusable modules into business processes for moving information through the enterprise.

Tuesday Workshops

A1. WDI 101 - A Panoramic View - David Schwartz, IBM WW BI Sales Mgr., WDI

This session will provide an overview of WebSphere Data Interchange 3.2 product. Key features, functions, and how WDI fits in an overall integration strategy will be discussed.

B1. B2B Architectural Overview (WBIC/WDI) - Stephen Nowland, IBM Business Integration Solution Architect

This session will provide an architectural overview of WebSphere Business Integration Connect and WebSphere Data Interchange. We will discuss the current B2B solution architecture and plans going forward relating to B2B integration within IBM's On-Demand Operating Environment

C1. WMQ and WDI - Angela Winters-Hill and David Shannon, WebSphere Data Interchange Developers

Learn how to setup WDI 3.2 to communicate directly with MQ Series queues. In this workshop, we will cover the basic creation and setup of queues within MQ Series, as well as how to define those queues to WDI 3.2. We will go through the various profiles needed to be created within WDI 3.2 and interfacing WDI inputs and outputs to those queues.

A2. Data Transformation Mapping - Angela Winters-Hill, WebSphere Data Interchange Developer

How Angela, or better known as our "Mapping Queen", maps. Mapping demonstration covering data transformation HL loop mapping and new XML split function. Specific scenarios for mapping SAP Idoc record sequence numbers and using variables.

B2. WBIC - Where does it Connect?-Lyle Larson, IBM WW Business Integration Technical Sales

This is a basic overview of the product and its purpose function. Learn what WBI Connect can do for you.

C2. Radio Frequency Identification (RFID) - David Lee: Senior Business Manager - Kraft B2B Hub Services

RFID Technology is being explored by many businesses to improve supply chain performance. The use of RFID tags (smart tags) and technology will allow for tracking production and shipping history, location, size and product expiration date without

2004 WDI / WBIC Customer Conference

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human interactions. This session will give an overview of RFID technology and how companies plan on using it in throughout their supply chain systems.

A3. Transaction Store - why wouldn't you use it? - Timothy Szal, IBM Sr. Consultant EAI Communication/Public

A case study will be presented to demonstrate the commands and processes needed to leverage WebSphere Data Interchange 3.2 data repository (the Transaction Store). The study will detail the commands required to store the data in the transaction store, and how the data can then be retrieved out of the transaction store. In addition to flow diagrams, a UNIX script will be provided, detailing the commands and approach used in a production WDI environment for a large utility company.

B3. Implementing RosettaNet with WBIC - Tawab Hamidi, WBI Connect Consultant

RosettaNet is the accepted supply-chain integration standard and solution for the high-tech industry and other manufacturing sectors, addressing the demands for a non-proprietary solution for standardizing business with customers and partners. In this session, we will discuss how you, and your partners, can leverage the capabilities of WBI Connect to rollout a RosettaNet implementation.

C3. What changes will I see moving to 3.2 + Client configuration - Doug Hillary, IBM

With end of support for v3.1 approaching fast, this session will review the operational changes and vocabulary differences between DI v3.1 and WDI v3.2. Some considerations will be discussed as you prepare to move forward. We will also look at the client configuration for accessing your different cross platform systems.

Tuesday will end back as General Session

WDI Lessons Learned - Lost in Translation - Panel Discussion

Charles Ferrise - BNSF, Jennifer Garcia - BNSF, Jim Braggs - Kraft Foods, Beth Atkinson - Food Lion, Bettyann Johnsen - MetLife, Lee Edenfield - Hagemeyer, Jon Kirkwood - IBM L2 Support, Robin Pope - WDI Mgr.

This session is an opportunity to hear from a panel comprised of both WDI customers and IBM representatives. The focal point of the panel is relating their experiences with upgrading to WDI v3.2, mapping and data handling. What are some of the things that caused issues and how to resolve them. There will also be opportunities throughout the conference for you to submit questions related to upgrading to the panel to be answered during this session. This is a must attend session if you are translating data with WDI.

2004 WDI / WBIC Customer Conference

November 8 - 10, 2004 St. Pete Beach, FL

Wednesday, November 10

Overview and Questions

B2B Trends and IBM Direction - Leif Davidsen, Market Manager, B2B Exchanges

Customer usage patterns and expectations of interactions with partners are changing as fast as they are changing their internal systems. IBM is continuing to listen to its customers and invest in ongoing development in the B2B space. This presentation will describe the latest steps that IBM is taking to address customer needs, recognising the requirements to protect and carry-forward existing infrastructure while developing new more integrated methods of extending internal applications and environments to reach out to trading partner and customers.

WebServices Transforms BNSF, Charles Ferrise, Burlington Northern SF Railroad

What is Webservices? How does it differ from business integration in the past? This will be a look at some of the issues and concern BNSF realized in implementing our first Webservice application communicating externally.

WDI Customer Migration Experiences, Case Studies - MetLife, Hagemeyer and Food Lion

With the migration deadline just around the corner, share real-life WebSphere Data Interchange (WDI) migration experiences from customers who have started or are in the stages of migrating to the new version of the WDI translator. Their migrations represent a few different scenarios and will assist attendees in sizing up their own migration efforts. Learn from other customers so you can roll out a smooth migration plan and execution the first time through.

Dave's Top 10 Reasons to Migrate - David Schwartz, IBM WW BI Sales Mgr., WDI

This session will look at the enhancements in WDI v3.2 and provide reasons to upgrade.

Wednesday Workshops

A1. Adventures in Migration (zOS) - Bettyann Johnsen, MetLife and Beth Atkinson, Food Lion

This session will focus on the experiences of two mainframe shops (Food Lion and MetLife) as they successfully migrated from the green screens of DataInterchange 3.1, Host Only, to WebSphere Data Interchange 3.2 in the MVS z/OS environment. The spotlight will include the use of DB2 Connect as a gateway to the mainframe databases and the challenges encountered during the conversion/migration process."

B1/B2/B3. Demo Playground

This room will have multiple stations and is designed to be free formatted where you can request to see what you want to see, and ask those questions that you want answers to.

C1. WDI Performance and Productivity - David Schwartz, IBM WW BI Sales Mgr., WDI

How does your WDI perform? Need some ideas on how to make it perform better? This audience interactive session will explore different methods used by your peers to measure and improve the performance of their WDI system

A2. Migrating from zOS to Data Transformation on W2K - Lee Edenfield, Hagemeyer

Due to mergers and acquisitions, Hagemeyer North America has three different legacy EDI subsystems, the most active of which uses DataInterchange 2.1 on OS/390. In order to provide better service to our internal and external customers, we are migrating to a common distributed e-business infrastructure. This infrastructure is designed to be platform neutral, and is currently being deployed on Windows 2000 servers. Come see how we are using Websphere Business Integration tools, including Websphere MQ and Websphere Data Interchange 3.2 Multi-Platform to support integration between multiple internal legacy platforms and numerous external business partners .

B1/B2/B3. Demo Playground

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C2. Extensibility of WBIC - Rayne Anderson, WebSphere Business Integration Connect Development

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WBI Connect provides an extensible and flexible framework, allowing customers and business partners to easily extend the solution to fit their business needs. In this session, we will present how additional protocols can seamlessly be developed and plugged into WBI Connect. With this, you can more rapidly adapt and support new company or industry standards. In addition, we will discuss how the flexible framework provides the ability to insert custom process (e.g. validation and transformation) can easily be invoked for any document as it is being processed by WBI Connect.

A3. WDI XML Considerations - Fritz Fahrenback, WebSphere Data Interchange Development

WDI is an any-to-any translator, historically specializing in EDI. With the addition of XML schema support in 2004, WDI now allows mapping and translation of data described with XML DTDs and XML schemas. This session will demonstrate the XML capability of the WDI mapper. WDI translations execute on a z/OS platform (both inside and outside CICS), as well as Windows and AIX. WDI can use WebSphere MQ as a data transport mechanism in addition to EDI VANs.

B1/B2/B3. Demo Playground

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C3. Securing the New World - Stephen Nowland, IBM Business Integration Solution Architect

Get connected to the future using WebSphere Data Interchange (WDI) and WebSphere Business Integration Connect (WBIC) to secure and integrate your data. Learn more about EDI over the Internet (EDIINT), the architecting of security options (AS1 and AS2) and how WBIC and WDI fit together to provide external and internal business integration and data security.

Demo Stations will include:

1) HIPAA Support Pack - Samuel Isokpunwu

The IBM WDI Support Pack for HIPAA is based on a hub and spoke architecture and uses WDI server and WebSphereInterChange Server (WICS) to validate, transform, distribute HIPAA transaction messages between trading partners. WDI serves as a spoke server for validating all HIPAA transaction messages and WICS serves as the HUB for distributing these messages to registered trading partners.

2) WBIC - Lyle Larson and WBIC Developers

3) WDI (Hands on - MQ, ADF, STDs, Mapper, DTD, Schema) - WDI Developers

4) TSO/CICS/zOS (options on main menu 3.2) - WDI Developers

5) AIX/W2K (Adapter) - WDI Developers

6) Business Communications and Integration Services - Gary Duke

Are you looking to evolve your EDI communications, but not yet ready to fully migrate off a VAN? Stop by the IBM EDI Services VAN station to discuss WBIC hybrid communications solutions. Learn about new Internet options for connecting to IBM's EDI and Business Exchange Services. Understand the recent AT&T announcements regarding withdrawal of SNA line support, and pick up the latest brochures and lists of URLs relevant to the IBM EDI and Business Exchange Services.

7) TPI to WBIC Migration - Rich Kinard, IBM Consulting IT Architect

Are you looking to migrate off of Trading Partner Interchange (TPI) onto WebSphere Business Integration Connect (WBIC)? Stop by the TPI to WBIC Migration station to discuss IBM's migration strategy and to pick up a copy of IBM's TPI to WBIC Migration Guide.

Wednesday will end back as General Session

A Look Back as we Move Forward - Randy Smith, eSI2, Inc.

"If you don't take a mental picture to see where you were versus where you are - you will never realize how far you have come." This session will look at EDI and WDI over the past decade and a half, then jump ahead and look at where we are going on the next 5 year horizon.