2005 B2B Customer Conference
October 17 - 20, 2005   Clearwater Beach, FL

Pre Conference Tutorials and Special Session
Monday, October 17

8:30 - 12:00 - AM#1
Data Transformation Mapping (Behind the Scenes) - Angela Hill, WDI Development
Do you wonder what is happening during Data Transformation map execution or why there is a different mapping tool for data transformation? Do you know the difference between source and target based maps? Would you like to know how to use the commands; MAPCALL, MAPSWITCH, MAPCHAIN? Do you want to know how to map HL Loops? Are you aware of the exceptional features and functions of the Data Transformation Mapping tool? If you answered, "yes" to most of these questions, then this tutorial is for you. We will discuss Data Transformation architecture, various mapping commands and new commands; including a review of variables, and take an in depth look at some of the features and functions of the powerful Data Transformation Mapping tool. The afternoon session (1:30-5:00) will be dedicated to lab exercises.

8:30 - 12:00 - AM#2
XML Mapping with WDI 3.2 - Fritz Fahrenback, WDI Development
Are you interested in mapping XML documents using WDI? In this session we will discuss various XML concepts, with an emphasis on how to use Data Transformation maps with XML documents. Topics include:
- Basic XML structure
- DTDs
- XML schemas
- Namespaces
- Validation of XML documents
- Special XML PERFORM keywords and mapping commands
- Hints, tips, and common pitfalls

The session will be followed by an XML mapping lab in the afternoon.

There will be lunch provided for those registered for the AM tutorials.

1:30 - 5:00 - PM#1
WDI 3.2 Advanced Mapping / XML Lab - Angela Winters and Fritz Fahrenback, WDI Dev
This lab will focus on the concepts and discussions addressed in the morning sessions.

1:30 - 5:00 - Special Session
WebSphere Partner Gateway Basics
   - Lyle Larson and Larissa Leybovich, IBM WW Business Integration Tech Sales
This session covers the foundations of the complex, confusing and often contradictory world of Business to Business. It will start with an architectural view of B2B interactions starting at the simplest and building to the most complex. Along the way, the various standards will be introduced and positioned by their architectural complexity. After that, B2B Security based on public/private key security will be explained. Finally the operational aspects of B2B will be covered: what you need to define, implement and manage.

2005 B2B Customer Conference
October 17 - 20, 2005   Clearwater Beach, FL

Following the presentation will be a demonstration of IBM's WebSphere Partner Gateway to illustrate some of the concepts presented and to give you an introduction to the product's capabilities.

As a wrap up a project management perspective will be presented. This includes what you need to know to evaluate a B2B requirement, gather the data necessary to estimate costs and begin developing a project plan.

- o   Introduction to B2B Concepts and Standards
- o   B2B Security – Security, Integrity and Non-Repudiation
- o   Managing Large Trading Partner Communities
- o   IBM's B2B Solution – WebSphere Partner Gateway Demonstration
    - o   community management and operations
    - o   EDI support in WebSphere Partner Gateway
- o   Starting B2B Projects – what you need to know to ask!

B2B Customer Conference
October 18-20

Tuesday, October 18
Welcome

Pioneering New Horizons - Jim Braggs, Kraft Foods
Welcome to the 2005 B2B Customer conference! This session will provide an overview of the conference days. We will highlight Pioneering customer B2B solutions using the WDI and WPG product suites. We will get a preview of the New Horizons for these products. The overall intention will be to help attendees get the most out of the conference in order to Evolve their B2B programs within their company.

BNSF Railway - From here to EAI - Chuck Ferrise, BNSF Railway
This presentation is to conveys BNSF Railways real life experience of revamping our core application environment. How we reviewed our future need for business and application integration. What processes we went through in choosing a product vendor and how we will be implementing these products in the near future.

Blazing a New Trail: B2B at Michelin - Steve Willis, Michelin
This session will focus on Michelin's pioneering efforts to establish an enterprise B2B gateway vision, strategy and infrastructure foundation using WBI-C. The presentation will outline our approach, showcase some key projects, and highlight the challenges we have faced along the trail.

Food Lion, LLC - Journey to B2B - Beth Atkinson and Linda Dilley, Food Lion, LLC
This session will focus on Food Lion's journey to B2B. Travel with us through an overview of our current EDI deployment and initiatives followed by an explanation of how we're implementing IBM's WebSphere products to set up our Global Data Sync Hub.

Tuesday Workshops
A1. Destination WDI 3.2… A Migration Experience - Beth Atkinson, Food Lion, LLC

Are you there yet? What's the hold up? This workshop will overview Food Lion's migration to version 3.2… from the old mainframe/green screen world to the new world of client/server/db2 connect. We'll take you through our migration steps and decisions and forward through our first X12 standard upgrade on version 3.2.

B1. WDI in a HACMP Environment - John Hatfield, IBM
Running WDI in a AIX HACMP is a requirement if your going for 100% up time in your EDI environment. In this presentation a installed HACMP environment, running WDI, is looked at and the lessons learned from it.

C1. Tuning WebSphere Partner Gateway - Tuan Dang, IBM
So you've installed WebSphere Partner Gateway. What can you do to make sure it's configured to meet your needs? And how do you know you're getting the most out of your deployment? Senior programmer and WPG lead Tuan Dang will discuss configuration options for WPG for customer typical needs.

A2. WDI Enhancements and Maintenance - Maura Grady, EdgeWise, Inc.
The options for deploying WDI maintenance and enhancements vary depending upon your configuration, Operating System, and platform. This session will explore the enhancements and maintenance options (i.e. CSDs, Fix Packs, PTFs) and how they apply to supported configuration scenarios. Additionally, highlights of WDI 3.2 product enhancements and significant fixes will be discussed.

B2. Monitoring with Tivoli - John Hatfield, IBM
If you are running WDI you also want to monitor it. In this session, we will take a look at the three supported environments WDI runs under and how you might set them up.

C2. Using WebSphere Partner Gateway for B2B Integration with EDI - Rayne Anderson, IBM
In this session we will cover basic to advanced EDI document flow configuration and recommended best practices in WebSphere Partner Gateway. You will learn how to:
- Managing EDI transactions using reporting capabilities
- Configure for receiving Record Oriented or XML documents for transformation into EDI Transactions.
- Configure for transforming EDI Transactions into Record Oriented or XML documents.
- Configure for Functional Acknowledgments.
- Advanced EDI Interchange configuration for selecting different business packagings.
- Advanced processing for EDI Interchanges involving Connection Profiles.
- Use of the Envelope Profiles and what determines which EDI Transactions are put into an EDI Interchange.
- Batching options for EDI Transactions.
- VAN connectivity configuration.
After attending this session you will understand advanced EDI configuration in the product.

A3. WDI Problem Determination - Jon Kirkwood, IBM - WDI L2
Would you like to learn the latest problem determination techniques from a WDI Level 2 support engineer? Learn how to better interpret WDI messages by reviewing several case stories. Where else can you go for further information on general error messages? This session will review general WDI problem determination techniques and describe the IBM Technical Support process to better prepare users when calling for WDI technical support.

B3. Automatically migrate EDI/B2B integration solutions to WDI with Covast - Gijsbert in 't Veld, Covast
This session will demonstrate how to automatically migrate EDI maps and document specifications from older EDI systems to WDI 3.2 using the Covast Map Accelerator.

C3. Securing your B2B Deployment - Rich Kinard, IBM Sr. Consulting IT Architect and Rajeev Kapoor, IBM
In many cases when security is first discussed with the customer they think of securing their data and possibly their connection. When it comes to deploying a B2B solution, we also need to take into consideration how the deploy the

software in a manner that does not violate any existing network security policies that the customer has in place. This session will demonstrate how IBM's B2B solutions can be deployed to meet even the toughest security requirements.

A4: Tools/Transaction Store/Management Reporting - Robert Downey, eSI2, Inc.
Need "supplies" from the "Store" before you set out on your business expedition? On the business trail and running out of "supplies"?
　　　　　Our "trail guide" will help you learn….
- What types of supplies you can and cannot get from the Store
- How to select the right supplies based upon your business journey's "destination"
- How much supplies are necessary for your particular pioneering trail "route" and number in your "party"
- How to recognize the warning signs that your "supplies" may be low, while on the business trail
- Experienced "Trail guide tips" for hunting, tracking, trapping and using data along the way, while on your business journey

B4: Managing your WDI Environment - David Hixon, IBM
Several aspects of managing WDI have to be worked out for each implementation of the product. What log files will be kept and for how long? How will log files be correlated with input files and output files for problem determination? Will you use the event log in DB2 and if so how many logical logs will you use? How will you ensure that the logs don't fill up and stop production? What about the transaction store? How will you keep it pruned so that it doesn't bog down the system? What about failures? How will you alert the proper people, and replay/resend failed messages? How will you handle overdue and negative functional acknowledgments?

This session will be an interactive one where we will enumerate the management issues, talk about how the various workshop participants have solved them, and perhaps come to an agreement on some best practices for the different platforms.

C4: WPG User Exits - Steven Koehler, IBM
An overview of the user exit framework for WPG 6.0 will be presented including selection of the proper user exit APIs for different business scenarios. In addition, the steps to writing a complete Receiver user exit will be performed. These steps include design, development, packaging, deployment and testing of the created Receiver user exit. After attending this class, attendees should have a good understanding of user exits and the ability to create at least simple user exits. Java programming knowledge is a prerequisite for this class.

2005 B2B Customer Conference
October 17 - 20, 2005   Clearwater Beach, FL

Wednesday, October 19
Eyes on the Horizon - Overview and Questions

Keynote - Whats Over the Horizon
  Bart Lautenbach, IBM - Director WebSphere Process Integration Product Mgmt

B2B Roadmap - Charting the Course - Klaus Deinhart, Product Manager, WebSphere Business Integration
This presentation gives an overview on the positioning of current B2B offerings and future product plans for B2B
with the WebSphere software platform.

From Legacy to Leading Edge in the Distributed Environment - Lee Edenfield, Hagemeyer
Hagemeyer North America is migrating all EDI processing from multiple legacy systems to WDI 3.2 running on
Windows using a variety of tools from the Websphere portfolio. Using Websphere MQ, Websphere Integration
Broker, Websphere Data Interchange, Websphere Application Server, and Websphere Partner Gateway, we provide
support for traditional EDI trading partners as well as trading partners using XML and other data formats over a
variety of network protocols. In addition to standard asynchronous batch style processing, we also support
synchronous query transactions in real time.

Wednesday Workshops
A5. Using WDI in a Real Time Environment - David Hixon, IBM and Danny Robbins, BNSF Railway
The primary ways of using WDI in a real time environment are by triggering off of WMQ queues, or running CICS
transactions, both of which WDI provides built-in support for. In addition, there is an infrastructure provided
(PERFORM PROCESS and the C++ API) such that customers can write their own listeners for events (like the
creation of a file, or an HTTP post).
This session will cover best practices for using WebSphere DataInterchange in a WebSphereMQ/CICS
(user-triggered environment) in relation to error handling, problem determination and restart/recovery. BNSF Railway
will present their current CICS(z/OS) real-time processing environment using WebSphereMQ, WebSphere
DataInterchange and CICS.

**B5. An Overview of Pervasive Computing and Workforce Mobility - Dave Schwartz, WebSphere Pervasive
Computing Solutions**
Why should you care about workforce mobility? Pervasive Computing solutions help companies become more
responsive, resilient and focused. IBM's mobile middleware products and solutions help companies extend business
applications and processes to mobile workers. This session will explain pervasive computing, objectives to use when
evaluating the benefits of a mobile workforce and IBM solutions.

C5. B2B for your SOA using WebSphere Partner Gateway and WebSphere Process Server - Ashutosh Arora, IBM
You want to integrate your business processes end-to-end across the company and with your trading partners. You
are implementing your business processes and standards based business integration using WebSphere Process
Server, to be deployed in a Service Oriented Architecture (SOA). Come to this session to learn how you can leverage
WebSphere Partner Gateway capabilities to integrate your services running on WebSphere Process Server with your
trading partners. In this session we will explore WebSphere Partner Gateway back end integration mechanisms, how
WebSphere Partner Gateway back end integration mechanisms can be leveraged to integrate with SCA components
and services running on WebSphere Process Server and how to configure WebSphere Partner Gateway to use
Service Integration Bus. In the end we will walk through a demo to illustrate how Service Integration Bus can be used
to integrate your services running on WebSphere Process Server with WebSphere Partner Gateway.

2005 B2B Customer Conference
October 17 - 20, 2005   Clearwater Beach, FL

Swap Shops Sessions will include:
1) Send Receive vs Data Transformation - Moderated by Robin Pope, WDI Development Manager
This swap will discuss the differences between send/receive vs. Data transformation.

2) HIPAA - Moderated by Doug Hillary, IBM
This swap will focus on discussions between attendees on the challenges and resolutions of the HIPAA legislation on each companies EDI groups.

3) WMQ - Moderated by Lee Whitaker, WDI Development
WebSphere MQ is a robust tool for integrating applications between hosts and between operating systems. WDI inter operates with WMQ in several ways giving you the tools and flexibility you need to incorporate EDI into your business process.

4) WBIC / WPG - Moderated by Rayne Anderson, WPG Development
WPG consists of multiple runtime components and different configuration aspects. In this session the discussion will be around how the different runtime and configuration parts fit together.

5) Setup and Use of WDI Client - Moderated by Richard Bennett, WDI Development
Discussion of some of the unknown or under-used features of WDI Client, some of the recent new features, and any other WDI Client questions you have. How can you share queries? How can you reduce support costs for WDI Client? How can you find what you are looking for quickly? How should the databases be configured? What do you not understand about DT mapping? Come to this session to have your WDI Client questions answered.

6) B2B WebServices: benefits, challenges and limitations - **Moderated by Ashutosh Arora, WPG Development**
This swap will discuss benefits, challenges and limitations of B2B Web Service implementations.

2005 B2B Customer Conference
October 17 - 20, 2005   Clearwater Beach, FL

Evolution Continues - Overview and Questions

RFID, In the new Frontier - **David Lee, Senior Business Manager - Kraft B2B Hub Services**
RFID technology is being explored by many businesses to improve supply chain performance and more importantly revolutionize how we do business. The use of RFID technology will allow organization to track product throughout the entire supply chain. This session will give an overview of the RFID technology and how one company is going about evaluating the technology.

Big Job? Big Iron! - Bill Jones, IBM
As organizations move toward a Service Oriented Architecture and the on demand operating environment zSeries and the new IBM System z9 servers play a very unique and much needed role providing opportunities for enterprise modernization and integration of new workloads. IFL's and zAAP's make the zSeries and System z9 ideal and cost effective platforms on which to deploy new Java based applications, WebSphere solutions, Linux, Lotus Domino and Enterprise applications while modernizing existing applications in an Service Oriented Architecture environment. This session will position zSeries and the new IBM System z9 as robust deployment platforms for these SOA workloads.

WDI Customer Solution for z/OS - Herb Staten, Kraft Foods
Explanation of how Kraft B2B Hub Services recently implemented the use of WebSphere MQ functionality within IBM WebSphere Data Interchange and CICS alongside our current batch process. Kraft's task is to build a near real time process of EDI transactions using IBM WebSphere MQ Series. This allows us to maximize the MQ technology for our time sensitive documents and still use our batch process for larger file document types that exceed the 100MB message size. The current demand for a production environment to meet all of Kraft's Global forced us to evaluate a feasible solution. IBM WebSphere MQ series will be used as the transport method between Data Interchange and internal Kraft global application groups.

IBM Improves WDI Performance on z/OS - David Hixon, IBM - WDI Architect
IBM was able to reduce CPU time by 50% for WDI transactions on z/OS. This session will covers the steps involved to make this improvement. You will also have an opportunity to ask questions of a technical nature which WDI development will diagnose.

Data Transformation Map Performance - David Hixon, IBM - WDI Architect
There has been considerable discussion on the datainterchangelist about the performance of Data Transformation Maps compared to the performance of equivalent Send/Recv maps. Data Transformation maps are the maps of the future for WDI, and IBM is investing significant resources to improve their performance. Even so, Data Transformation maps represent a trade off between power/flexibility and performance and therefore it is not likely that they will ever be just as fast as Send/Recv maps. In addition, the performance equation is complicated by the fact that the comparison depends on what type of map and what functions are utilized in the map (i.e. there is a best-case and a worst-case).

This session will discuss the performance related enhancements that have been made to the DT transformation engine in the past year and talk about the different aspects that effect the performance comparison. Where we are today will be demonstrated using a few example maps and discussed. Attendees are encouraged to bring their own experiences with the performance comparison between Data Transformation and Send/Recv maps for the discussion. Also, IBM is looking for more test maps to add to our performance test suite that best characterize the performance difference between the two transformation engines, so please send any good examples that you have in advance to dhixon@us.ibm.com so that we can discuss them at this session.