

# Impact2010

The Premier Conference for Business and IT Leaders

May 2 - 7  
Venetian Hotel  
Las Vegas , NV



## Telecommunications and Media Industries Event Guide

IMPACT 2010 addresses the most pressing business issues and challenges the Retail and Consumer Products industries face today, presents real life case studies from your peers and shares the latest practical ideas for doing more with less in the new economy.

Monday  
May 3

**Session ID: BMT-3133**

Track: Mini Main Tent  
\* 10:45 AM - 12:00 PM  
\* Galileo 901

**Using Innovation to Become a High Performance Enterprise**

*Rich Karlgaard, Forbes Magazine, Publisher; Bridget Van Kralingen, GM, IBM North America*  
Rich Karlgaard, publisher of Forbes will share his insights on innovation & transformation in today's dynamic business environment. Session will also include IBM's own innovation and business transformation initiative led to IBM becoming a globally integrated enterprise.

**Session ID: TIC-2693**

Track: Implementing Integrated Industry Solutions  
\* 02:00 PM - 03:15 PM  
\* Casanova 504

**TELUS Strives For Agility Using BPM/Telco Ops Content Pack**

*Ed Jung, TELUS, Manager of Technical Strategy; Gopal Krishnan, IBM, VP*  
TELUS, one of Canada's leading telecommunication companies, used IBM's BPM suite and the Telco Content Pack to help accelerate solution development and time to value. Join this session to learn about TELUS business challenges and how Business and IT have collaborated and leveraged IBM software solutions to build business agility. The session will include a brief Q&A.

**Session ID: BII-2172**

Track: Insight & Innovation  
\* 02:00 PM - 03:15 PM  
\* Marco Polo 803

**When and how to innovate your Business Model**

*Eric Riddleberger, IBM, Comms Sector Strategy & Transformation Practice Leader Solution Rep*  
In today's complex and fast-changing environment, business model innovation is critical to success. Organizations must determine when to revisit its business model, either to pursue new opportunities or respond to competitive threats.

**Session ID: BIS-2130**

Track: Industry Solutions for Working Smarter  
\* 03:45 PM - 05:00 PM  
\* Galileo 905

**Smart Computing and Smarter Telecom**

*Enrico Bignotti, Sr Director, Sprint; Ravesh Lala, Associate Partner, IBM*  
Learn how CSPs are transforming their business models and customer experience by leveraging many facets of smart computing. The telecom industry is understanding not only how we communicate, but also how we are interconnected.

**Session ID: BCE-2421**

Track: Enhance Your Customer Experience  
\* 05:15 PM - 06:30 PM  
\* Venetian Marco Polo 804

**Delivering a Seamless Customer Experience via Mobile Web**

*Luis E. Rodriguez, Product Manager, IBM*  
Inditex, the world's largest fashion group with more than 4,000 stores, will share lessons learned as they embarked on their mobile journey to make it an extension of their business model to deliver a seamless shopping experience.

Tuesday  
May 4

**Session ID: BIS-1741**

Track: Industry Solutions for Working Smarter  
\* 10:15 AM - 11:30 AM  
\* Galileo 905

**Gridit Breaks New Ground through Multi-Channel Retailing**

*K. Saarela, Business Logic Director, Gridit; S. Chandrasekaran, IBM*  
How to allow organizations to develop an open access service model and enable end-customers to choose the services they need from a range of world-class products and brands without distributor channel or operator restrictions?

**Session ID: BIS-1924**

Track: Industry Solutions for Working Smarter  
\* 01:30 PM - 02:45 PM  
\* Galileo 905

**Globe Telecom Deploys From Idea-to-Launch: A Telecom Operators Story**

*Beth Tiu, Globe Telecom, Solutions Delivery lead; Cyril Uriarte, Globe Telecom, Capabilities Build lead*  
Globe Telecom has successfully deployed an SDP which bridges both service delivery and OSS/BSS Business Process Management on one common NGOSS based environment. The solution has enabled Globe to automate processes that enable promos and targeted campaigns consisting of many bundled products. Agility has been achieved using SOA and building Promos in BPEL, avoiding costly changes in siloed and legacy systems.

**Session ID: BIS-1155**

Track: Industry Solutions for Working Smarter  
\* 03:15 PM - 04:30 PM  
\* Lido 3103

**Orange France Telecom Group Smashes Development Time of Telecom-enabled**

*Stephan Hadinger, Orange France Telecom group, VP Telco 2.0 and Service architecture*  
The session will describe how Orange/France Telecom group and IBM have aligned their forces to simplify the development of telecom-enabled application for the wider set of developers.

IBM IMPACT Conference, May 2-7, 2010, The Venetian, Las Vegas, NV  
For the latest information visit [www.ibm.com/impact/industry](http://www.ibm.com/impact/industry)





Tuesday  
May 4

**Session ID: BIS-2233**

Track: Industry Solutions for Working Smarter  
\* 04:45 PM - 06:00 PM  
\* Galileo 905

**BPM helps Broadcasters Take Out Cost and Improve Supply Chain Efficiency**

*Greg Pizzuti, IBM, Business Unit Executive - Communications Sector Solution Sales Manager*  
Join this session and learn how a BPM approach can help broadcasters manage complex long running transactions with multiple workflows and human task interfaces as well as integrate a myriad of media industry proprietary software. Leverage BPM within an overall media framework to create an environment for fast, flexible and repeatable development of composite applications that enable the management and delivery of media content to customers.

**Session ID: BIS-2831**

Track: Industry Solutions for Working Smarter  
\* 04:45 PM - 06:00 PM  
\* Galileo 903

**AT&T transforms to an agile service delivery platform with BPM**

*Sorabh Saxena, AT&T, Executive Director; Pradumn Goyal, IBM, STSM*  
Transforming large-scale legacy IT and operations environments to an agile service delivery platform requires adoption of BPM discipline and using BPM as a driver for SOA transformation. This transformation approach results in an agile and flexible service delivery process and platform that is tightly aligned with business and highly responsive in meeting business needs.

**Session ID:TDC-1946**

Track: Dynamic Application Infrastructure  
\* 04:45 PM - 06:00 PM  
\* Casanova 503

**BSkyB's Experiences using the WebSphere CloudBurst Appliance V1.1**

*Chris Plank, British Sky Broadcasting, WebSphere Architect*  
British Sky Broadcasting will share their lessons learned using WebSphere CloudBurst for agile environment provisioning and simplified WebSphere Administration. The session will also cover the customisation process, and how the use of the extend / capture and scripting capabilities to add content including WebSphere Process Server.

Wednesday  
May 5

**Session ID: BAS-2938**

Track: Business Agility Symposium  
\* 10:30 AM - 02:15 PM  
[also Tuesday 01:30 PM - 05:15 PM]  
Galileo 1004

**Business Agility Symposium - Campaign Management**

*Francis Anderson, IBM, Global Comm Sector Practice Leader*  
*Rita Jackson, IBM, WW Communications Industry Portfolio/Offering Manager*  
After an insightful keynote focusing on the experiences of your peers, get ready to roll up your sleeves for interactive breakouts to dig into ways to improve campaign management. Discuss how to discover key processes, maximize the value of business interactions and optimize productivity and resources.  
[Register for this exclusive symposium at ibm.com/software/websphere/events/impact/symposium.html](http://ibm.com/software/websphere/events/impact/symposium.html)

**Session ID: TCE-2817**

Track: SOA Connectivity and Integration  
\* 01:30 PM - 02:45 PM  
\* Galileo 1001

**Gain fast/flexible application integration w/ ESB Messaging solutions**

*Panel with Venkat Gaddam, Verizon Wireless, Director - IT, Verizon Wireless*  
Organizations are searching for ways to untangle costly and debilitating IT complexity associated with point-to-point connectivity. IBM's ESB Messaging & Enrichment portfolio connects, transforms and accesses data across heterogeneous business systems.

**Session ID: TIC-1700**

Track: Implementing Integrated Industry Solutions  
\* 03:15 PM - 04:30 PM  
\* Galileo 1003

**Preparing for CAFTA by Building NGOSS Solutions**

*Rolando Segura, GBM Costa Rica; Swami Chandrasekaran, IBM*  
CAFTA has meant that CSPs in Central America have to be ready for market access liberalization. To transform their business by bringing new services to market faster, a dynamic SOA approach coupled with NGOSS Frameworks is key.

**Session ID: TCE-2544**

Track: SOA Connectivity and Integration  
\* 04:45 PM - 06:00 PM  
\* Marco Polo 702

**Verizon Wireless ESB Adoption to meet rapid changes in wireless industry**

*Venkat Gaddam and Shankar Kulkarni, Verizon Wireless*  
Verizon Wireless enterprise service bus (ESB) adoption experiences: Verizon Wireless overview, brief description of the handset services drive in wireless industry, and the experiences of having a close interaction with IBM Hursley lab.

**Session ID: TBP-2208**

Track: Business Process Mgmt  
\* 04:45 PM - 06:00 PM  
\* San Polo 3403

**Get Started using BPM BlueWorks Today**

*J. Basrai, Sr. Product Manager, IBM, J.Sneed, Manager BM*  
BPM BlueWorks empowers business leaders and analysts by providing collateral for learning about BPM, pre-built industry content to accelerate business process discovery and design, community and social networking

Thursday  
May 6

**Session ID: TAD-2553**

Track: Application Development  
\* 10:45 AM - 12:00 PM  
\* Lando 4305

**Delivering Critical Enterprise Applications on BlackBerry Devices**

*A. Stuart, Product Manager, RIM; M. Clewley, Product Manager, RIM; T. Francis, IBM*  
Today's enterprises can dramatically increase the reach of its critical business applications to its employees, customers and partners. Learn the best practices how such applications can be cost-effectively designed, developed, and deployed



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## Telecommunications and Media Industries Event Guide

### Register for a FREE Business Value Assessment Clinics for Telecommunications

Are you struggling to convey how the latest technology will create a meaningful ROI for your organization? Are you unclear on how to build a compelling business case for change? An IBM Industry Business Value Assessment consultant is ready to help. Our team will provide free, one hour consultations to help you begin to shape the business case for your initiative. **Get tips on how to build a business case in language that is meaningful to the decision-makers in your organization.** Learn how to identify and quantify the value drivers associated with your project. Take advantage of our experience in developing financial value metrics for technology projects in multiple industries. Sign up today. Space is limited.

Register at: [www.ibm.com/impact/clinics.html](http://www.ibm.com/impact/clinics.html)

### Business Agility Symposium – CSP Campaign Management

Thriving in today's environment and embracing a dynamic business network means increasing agility throughout processes and systems. This special interactive symposium will help you overcome the organizational silos and rigid IT systems that inhibit change, and unleash your business agility. This symposium is not simply presentations. **After an insightful keynote focusing on the experiences of your peers, get ready to roll up your sleeves for interactive breakouts to dig into ways to improve campaign management.** Discuss how to discover key processes, maximize the value of business interactions and optimize productivity and resources.

Register at: [www.ibm.com/software/websphere/events/impact/symposium.html](http://www.ibm.com/software/websphere/events/impact/symposium.html)

### Register for Global Solution Center Clinic - a FREE Solution Architecture discussion for Media and Entertainment

Interested in brainstorming on your business challenge with one of IBM's Industry Solution Architects? During free one hour sessions, leading Solution Architects from IBM's Global Solution Center (GSC) will be available to discuss the latest Industry Solution work being implemented by IBM and create a customized one day Executive Briefing Agenda to be subsequently delivered to you at no charge. The GSC has over nine years of experience in conducting client Executive Briefings being leveraged by decision-makers to facilitate business and IT interactions focused on specific client business challenges. Briefing results include identification of actionable activities to be pursued further by both the client and IBM. Sign up today by indicating which industry you are interested in discussing. Space is limited.

Register at: [www.ibm.com/impact/clinics.html](http://www.ibm.com/impact/clinics.html)

## Industry Solution Center Demos

Discover the Art of the Possible. Visit the Industry Zone in the solution center to see new technology and solution demos. Come see the Telecommunications and Media demos

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IZ 13 **Reduce cost & accelerate OSS/BSS transformation** - Streamlining business processes reduces the cost and complexity of launching new services. IBM offers mobile operators an innovative approach to OSS/BSS integration designed to reduce cost and risk while accelerating solution delivery and ROI. Leveraging TM Forum's Solution Framework (NGOSS), IBM solution accelerators, best practices, and industry expertise simplify your operational environment, and reduce solution development time and costs.

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IZ 13 **Production Workflow Automation** – Maximize process flexibility, visibility and control. Flexible, media-enabled, business process management built on a services-oriented-architecture infrastructure leverages existing investments and provides your media enterprise with business/IT alignment and the agility to embrace new and rapidly-changing business models through the integration and visibility of business and media processes.

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Z 2 **Chordiant Software Inc.** -- IBM Business Partner

Open on Sunday from 5 pm to 8pm, and Monday, Tuesday and Wednesday from 11:30 to 4pm

## Technology Tours

Guided tours of the Impact 2010 Solution Center will be available every 45 minutes from 11:30 AM to 3:15 PM Day 1 - Day 3 of Impact (May 3, 4 & 5.) All tours gather and begin at the Solution Center welcome/information desk located at the main entrance of the expo.

Guided tours are offered by an Industry and/or a Technology Solution focus. There is a Telecommunications tour and five Technology Solution Tours that may be of interest for CSP and Media attendees.

Accelerating change and delivering services for Communication Service Providers  
Discover insights that enable innovation  
Maximize the value of business interactions  
Optimize productivity and resources  
Amplifying the value of core WebSphere technologies  
Using the power of your System z investments

More detail can be found here. [Click here to register or visit the Information Desk in the Solution Center](#)