IMPACT 2008: TRACK OVERVIEW

2008 IMPACT

This annual conference on SOA delivers the hottest information regarding new technologies and frameworks from IBM and analyst SOA experts. In addition, shared stories from companies like yours who have successfully implemented SOA solutions really show the value of "doing." Come enjoy the unparalleled education about SOA and IBM thought leadership for business executives wanting to become globally integrated enterprises and practical application for users. From IT practitioners to senior business leaders, you'll get more value from the one conference that brings it all together.

This year expect more!

- Keynotes by world-renowned personalities, industry leaders and IBM executives
- New exciting sessions to choose from
- News you won't get anywhere else about WebSphere® Products and Technologies that support SOA strategies
- Strategic insight from experts in your industry about the future of SOA
- Enhanced Solution Center with more great Business Partner exhibits and plenty of other reasons to visit — perhaps a timely chair massage, an afternoon latte or a late-day cocktail reception
- Dedicated day for IBM Business Partners on Sunday, April 6

Abstract

The second IBM Impact conference, the premiere SOA and WebSphere educational event of the year, will look to expand on the success of last year's event by featuring top IBM developers, integrators, and sales and business specialists.

Full Description

This April, more than 6000 IBM Customers and Business Partners will come together to reset the pace for innovation.

Be among the first to get the hottest information on new technologies from business and technical experts from IBM, analysts, and companies like yours who have implemented SOA solutions. This annual conference on SOA and WebSphere offers unparalleled technical education about SOA and IBM thought leadership for LOBs, CIOs and practical application for users. From IT practitioners to senior business leaders, you'll get more value from the one conference that brings it all together.

2008 IMPACT

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Technical Track

The technical agenda for Impact 2008 will include over 350 unique sessions that are targeted at the developers, architects, administrators and integrators of IBM WebSphere® and IBM CICS® family of products. These sessions will include current information, tips and techniques grounded on best practices for developing and managing the WebSphere and CICS enterprise environment. These sessions will feature the very latest WebSphere and other IBM products and technologies that power service oriented architecture (SOA).

Sessions will include the following types:
- Latest product updates from the IBM development teams
- Technical product overviews
- Advanced product details
- Best practices developed by experienced practitioners
- Hints and tips from product support
- Case studies
- Panel discussion
- Hands-on labs
- Meet the experts

Sessions will include introductory, intermediate and advanced material, with an emphasis on technical educational sessions for the experienced user of the WebSphere family of products. This conference will highlight emerging technology, as well as provide extensive coverage of core middleware technologies and products, with a technical focus on security, performance, administration and development.

The technical agenda will have 12 subtracks.
- Smart SOA Jumpstart
- Service Oriented Architecture and Patterns
- Service Development
- Business Process Management Enabled by SOA
- User Interaction Services and Portal
- Integration, Connectivity and Enteprise Service Bus (ESB)
- Infrastructure Security and Management
- CICS and Enterprise Services
- Information as a Service
- Process Integrity
- Industry Services
- Governance

Technical Track

Smart SOA Jumpstart Subtrack

This subtrack will feature sessions on getting started with SOA in the enterprise. IBM Smart SOA™ recognizes that business needs are evolving and that an answer that is good for today might not be good for tomorrow. Smart SOA is about solving basic challenges in a basic way but doing so in a way that can grow as your needs evolve. Smart SOA allows you to meet the requirements of tomorrow's advanced deployments without un-doing the basic projects that you do today. Just as important, Smart SOA demands that we apply the principles of simplicity and robustness at every stage of sophistication. No project is so basic that weakness is acceptable. Likewise, no deployment is so advanced that we can tolerate complexity.

This track will highlight 20 key technology sessions that will enable you to design and deploy a Smart SOA. Discover the SOA design patterns that will enable your enterprise. Learn how to leverage Web 2.0 technology. See how to SOA enable your IBM z/OS® platform. Best of all you can experiment with a variety of SOA solutions at the Impact SOA Sandbox, an interactive lab environment where you can experiment with IBM's industry-leading SOA enabled products.

Service Oriented Architecture and Patterns Subtrack

It is a necessity to have a clear business strategy that links business goals with IT. There are many ways to get there. Understanding how a business works and setting priorities can help develop that business strategy. Any number of approaches can lead to the conclusion that SOA is needed. This subtrack will discuss how getting started with SOA is easier with the IBM SOA Foundation—an integrated, open-standards-based set of software, best practices and patterns for SOA. This track will include sessions on all architectural aspects of building enterprise applications with IBM software using an SOA approach. Learn about how to address key SOA design issues. Hear from our experts about the evolution and future direction of Enterprise Java™. Get hands-on experience by architecting SOA services using IBM Rational® Software Architect at the Impact SOA Lab center.

Service Development Subtrack

This track will focus on the tools and methodology that allow you to quickly and easily add new function and applications to your company's solutions portfolio. It will also provide the knowledge that's needed to create new applications and reuse existing ones to create a totally integrated solution throughout the enterprise. This track will feature sessions on Java Enterprise Edition application development using Rational and Eclipse tools ,as well as explore other open source initiatives such as Project Zero, that provide the agile development of the next generation of dynamic Web applications.

Get the latest updates on Rational Development tooling, learn the best practices to using Open Source, see how to enhance J2EE applications with AJAX and Web 2.0. Develop RESTful Services using Project Zero at the Impact SOA Lab center.

Products Included in this track:
- Rational Development tools
- Web 2.0 tools
- RDz tools

Technical Track

Business Process Management Enabled by SOA Subtrack

This subtrack focuses on deploying innovative business models quickly with reusable and optimized processes. Through a life cycle approach we can help your business model underperforming processes, remove bottlenecks, then simulate and deploy the optimized process. Next, we can help you create flexible linkages between multiple processes across the enterprise and outside the firewall to suppliers and partners. Then we can show you how to monitor the process to measure and track performance. The process entry point encompasses a range of software and solutions to enable people to interact with SOA.

This track will feature the recent 6.1 release of the WebSphere business process management (BPM) products.

You can take these products for a test drive in the Impact SOA Lab center. Develop a business model using WebSphere Business Modeler. Learn how to build BPM solutions using WebSphere Integration developer 6.1.

Products include:
- IBM WebSphere Business Modeler
- IBM WebSphere Business Monitor
- IBM WebSphere Process Server
- IBM WebSphere Integration Developer
- IBM WebSphere Partner Gateway
- IBM WebSphere Business Services Fabric

User Interaction Services and Portal Subtrack

Portal and collaboration software helps enable the people entry point to SOA, and it provides a single access point to Web content and applications, personalized to each user's needs. This track highlights how IBM WebSphere Portal and collaborative software extends the portal concept with support for workflows, content management, simplified usability and administration, open standards, security and scalability. Get an update on the newest WebSphere Portal V6.1 release, learn about AJAX enabled Portlets. See how to enable collaboration across your enterprise with IBM Lotus® Sametime® and IBM Lotus Quickr™.

Products include:
- WebSphere Portal
- Lotus Quickr
- Lotus Sametime

Integration, Connectivity and ESB Subtrack

The overall purpose of this track focuses on services connectivity. Service connectivity is an IT-centric entry point to SOA that encompasses a range of software and solutions designed to help simplify your IT environment with a more secure, reliable and scalable way to connect within and beyond your business. This track will help build your messaging infrastructure that will help you leverage existing legacy applications, as well as swiftly and seamlessly integrate new services into the enterprise.

Get the latest update in new release of WebSphere ESB and MQ. Learn about ESB design patterns and implementation options. Test drive the IBM WebSphere DataPower® SOA appliance in a hands-on lab. Lean how to deploy WebSphere Transformation Extender maps onto a WebSphere Message Broker environment. Hear the best practices for designing high-performing WebSphere Message Broker solutions.

Products include:
- IBM WebSphere Adapters
- IBM WebSphere Message Broker
- IBM WebSphere MQ
- IBM WebSphere ESB
- IBM WebSphere DataPower
- IBM WebSphere Transformation Extender
- IBM WebSphere Service Registry and Repository

Infrastructure Security and Management Subtrack

This track will demonstrate the skills that will enable you to manage and build a WebSphere infrastructure to support your business. This track will include features, functions and futures sessions on WebSphere Process Server and all WebSphere Application Server editions, for example, Network Deployment (ND), Community Edition (CE) and IBM zSeries®. These topics will help you master techniques for efficiently administering your enterprise systems. Sessions will provide an emphasis on performance, security, deployment, best practices, system management and high availability.

Hear best practices for large WebSphere topologies. Learn how to migrate JBoss and WebLogic applications to WebSphere. Understand how to optimize a JVM for WebSphere. Learn about securing WebSphere Applications with Firewalls. Gain insight into advanced scripting techniques and hear the latest performance best practices.

Products include:
- WebSphere Application Server, ND, CE, XD, zSeries
- WebSphere Process Server
- IBM Tivoli® products including:
  - IBM Tivoli Composite Application Manager for WebSphere
  - IBM Tivoli Federated Identity Manager
  - IBM Tivoli OMEGAMON®

Technical Track

CICS and Enterprise Services Subtrack

This track provides the technical knowledge that you need to make the most out of major product enhancements in the CICS Transaction Server, allowing you to increase the ease of application integration, enhance application transformation and improve enterprise management. Learn how to manage, secure, monitor, and integrate your enterprise CICS environment in a 24/7 world.

Gain insight into the future direction of CICS with our CICS feature session. Hear about the architectural enhancements in CICS v3.2. Learn how to implement Web Services in the CICS hands-on Labs. Learn about application modernization using CICS tooling.

Products include:
- IBM CICS Transaction Server
- IBM CICS Transaction Gateway
- IBM CICS Tools

Information as a Service Subtrack

Business intelligence (BI) information has been viewed as something that is tightly coupled with the BI application that generates or displays it. Information as a Service accepts the idea that data resides within many systems and repositories and it seeks to free it from silos and deliver it trusted and in-context across the enterprise. This track focuses on the concepts and tooling that enables Information as a Service. Learn how to leverage your business data in an SOA using Master Data Management (MDM) and Enterprise Content Management (ECM). Also, learn about federated metadata management using WebSphere Service Registry and Repository, Rational Asset Manager and CCMDB. Hear about new technologies for making Java access to relational and XML databases easier and more flexible.

Products include:
- IBM DB2®
- IBM IMS™
- FileNet®
- IBM Information Server
- IBM Rational Asset Manager
- IBM WebSphere Service Registry and Repository

Process Integrity Subtrack

Process Integrity is the ability to conduct reliable business activity in a secure, scalable SOA environment with seamless synchronization between Services, Human Tasks, Information, Domains, and Users. Process Integrity is focused on synchronizing end-to-end processes so they provide the right amount of integrity. Process Integrity is comprised of three components: Interaction Integrity, Transaction Integrity, and Information Integrity. This subtrack features sessions on achieving Process Integrity in the enterprise. Learn how to build resilient SOA infrastructures and explore the characteristics of the WebSphere portfolio that provide transactional integrity across a wide range of implementation technologies.

Industry Services Subtrack

This track will highlight how WebSphere software solutions work to solve complex application integrations issues for specific industries, including Commerce, Finance and Insurance, Healthcare, Manufacturing, Government, Telecom, and Distribution. The track will demonstrate how technologies like radio frequency identification (RFID) and Session Initiation Protocol (SIP) enable unique solutions for specific industries.

Governance Subtrack

SOA governance is about establishing decision rights between Business and IT within the SOA framework, and monitoring those decisions and their impact. This track will feature sessions on the organizational changes that SOA governance requires, while understanding and managing the risks. Learn how the WebSphere Service Registry and Repository and Rational Asset Manager can enable SOA governance. Hear practical examples of SOA governance policies.

Products include:
- WebSphere Service Registry and Repository
- Rational Asset Manager
- Rational Function Tester for SOA Quality and Rational Performance Tester Extension for SOA Quality

Alignment of Business and IT Track

Successful companies are looking for new, more innovative ways to achieve business agility and deliver enhanced business value. The alignment of business and IT is imperative to reaching these goals. The principles of SOA help bring the roles of business and IT closer together by giving them a common vocabulary for defining and addressing business challenges. This track highlights how SOA enables the continuous alignment of a business and the IT that supports it. Attendees will gain insight into how IBM is helping customers use the Smart SOA approach to meet the goals of the enterprise.

Key topic areas:
- Business Process Management Enabled by SOA
- Creating Innovation through the Alignment of Business and IT
- Getting Started with SOA
- Smart SOA Continuum (Foundational, Extend End-to-End, Transform and Adapt Dynamically)
- Process Integrity
- SOA Governance with Service Lifecycle Management
- Extending SOA with Web 2.0
- SOA and the Executive Boardroom

IT Executive Track

Smart SOA is a business-driven approach to SOA, delivering the value and differentiation of a Globally Integrated Enterprise! It allows customers to begin where they need to and expand to the growth potential they aspire to. In this track you will hear about the latest solutions and how IBM's differentiated approach leverages the best practices of over 5700 customers who have experienced the value of SOA!

CIO Imperatives Subtrack

This subtrack is for CIOs, IT managers and senior IT architects who are helping their companies transition their IT infrastructure to a Smart SOA approach. We will address the general Business, IT and marketplace drivers for greater business flexibility and agility and how these drivers promote the adoption of SOA. Topics covered will include the organizational change and skills needed to support moving to SOA, practical lessons learned from adopting SOA, general governance and infrastructure implications for SOA, cost of ownership factors, how SOA will help your "Green" initiatives, development of an SOA community, and guidance for assessing how you are doing with SOA.

Getting Started with SOA Subtrack

Getting started on a Smart SOA path, in the right way and on the right project for your business, is a critical first step to realizing the full enterprise-wide value of SOA. This subtrack will address targeting the right foundational starting points for SOA; and discuss how to realize a wide range of business benefits from reusing existing assets, integrating applications and services, improving process flexibility, establishing trusted information, and optimizing how people interact with SOA. We will also discuss best practices for getting started on new projects, important new IBM tools for getting started with SOA, such as the SOA Sandbox and Configurations, and skills development programs to quickly get started with the right project for your business.

Extending SOA with Web 2.0 Subtrack

With mashups, situational applications, and users creating their own applications—Web 2.0 creates compelling new ways of extending SOA. IT and business can rapidly adapt and create new applications to meet changing business needs, reach new markets, and improve efficiency and collaboration. Web 2.0 technology helps business and IT easily assemble and remix services for rich applications that engage users in powerful ways to personalize how they use SOA, thus increasing their effectiveness. For IT this technology means simpler access to enterprise assets from services—reducing delivery time and dramatically improving IT responsiveness to the business. This track will cover capabilities required to extend SOA with Web 2.0, innovations with products for mashups and situational applications, and improving how people interact with and personalize how they use SOA.

Business Process Management Enabled by SOA Subtrack

Business Process Management with a Smart SOA focus provides a powerful one-two punch to help your company accelerate innovation and manage change. The BPM enabled by SOA subtrack will provide valuable insight on how you can use this combination of software and business expertise to become an agile enterprise. We will take you from the basics of BPM all the way to some of the latest and most cutting-edge advancements in the field. Along the way you will hear real life stories from other IBM customers about the successes that they have seen.

Process Integrity Subtrack

Process Integrity is the ability to conduct reliable business activity in a secure, scalable SOA environment with seamless synchronization between services, human tasks, information, domains and users. As your SOA gets more advanced, you have more services, more information, more users, and a critical need to ensure high quality of service. Robust end-to-end process integration is important to maintain consistency across these elements. This subtrack will cover the components of Process Integrity including: Transaction Integrity, Interaction Integrity, Information Integrity and Quality of Service.

SOA Governance with Service Lifecycle Management Subtrack

A critical success factor in achieving the value of SOA is having good SOA Governance with service lifecycle management. This subtrack will show how creating a joint business/IT SOA governance framework and then managing the services with end-to-end service lifecycle management will improve your ability to achieve the agility and flexibility promise of SOA. Session topics will include what's new, creating a customized SOA governance process, SOA quality management, policy-driven SOA governance, and how to develop an overall service lifecycle management approach, including the enabling tools and skills development that go with that approach.

SOA Health: Security, Management and Infrastructure Subtrack

Maximizing the return from your Smart SOA investments is completely dependent on the health of your applications, services and infrastructure. Sessions in this IT Executive subtrack include detailed information about SOA Healthchecks from IBM, how to maximize SOA performance by identifying potentially unhealthy areas within the applications, services and infrastructure elements of your SOA environment, assessing your IT environment for extending your SOA deployment, and recommending treatments and fitness plans to achieve your goals. This subtrack will also include discussions and specific actions for three important IT areas for SOA not covered in other IT Executive subtracks: Service Security, Service Management, and Infrastructure Flexibility.

Business Executive Track

In an era of unprecedented change, a new class of truly agile, Globally Integrated Enterprises, are emerging to create unique value for their customers while redefining and transforming the very nature of their industries. These organizations act globally to provide end-to-end business processes to better meet the needs of their customers. Be prepared to embrace, even exploit change, leveraging the power of SOA to become a Globally Integrated Enterprise. This track features real-world examples, industry best practices, and expert advice to guide business executives on how to increase business agility and become a Globally Integrated Enterprise.

Go Global Subtrack

The barriers to globalization are gone. The challenge for most organizations is how to leverage this new world to optimize performance, whether through global resourcing or expansion into new markets. This subtrack will address how companies can tap into the power of globalization to drive higher performance.

Sample session:
- Driving Business Performance Through Global Finance Integration
- How IBM Became a Globally Integrated Enterprise

Specialize with a Modular Enterprise Subtrack

The pace of change for businesses is increasing rapidly, driving a need for increased flexibility. The organizational paradigm is changing from rigid and siloed to open and componentized. This new model enables collaborative innovation and effective business process management. This subtrack will focus on how to specialize by becoming a more modular agile business.

Sample session:
- Building Skills to Create a World-Class Business Architecture
- Management and Cultural Aspects of a Large Transformational Project

The New Customer — Changing to Your Advantage Subtrack

To ensure continued success, all companies need to drive unique value to meet the changing needs of today's customers and attract new customers, whether through business model innovation or robust business processes. This subtrack will explore innovative ways companies are using SOA and leveraging partnerships to deliver unique value within industries, or creating new paradigms.

Sample session:
- The Globally Integrated Bank Study
- Ready or Not, Here it Comes: Your Television is Ringing

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