



2002
IMPACT
APRIL 6 - 11 LAS VEGAS



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WHAT IS THE IMPACT 2008 SMART SOA CONFERENCE?

- An annual conference on service oriented architecture (SOA)
- A place to get the hottest information about new technologies and frameworks
- An action-packed five-day event where you'll get valuable advice from IBM and analyst SOA experts
- Stories of companies like yours who have successfully implemented SOA solutions in **any** economic climate!

JOIN THE MORE THAN 6000 ATTENDEES EXPECTED AT IMPACT

- Last year's Impact conference received praise for raising the bar for innovation, and this one will build on its success
- Enjoy the unparalleled opportunity to learn more about SOA.
- Access world-class technical education about SOA and IBM thought leadership.
- Get premium value from this one conference that brings it all together!



THE HOTTEST
INFORMATION
ACTION-PACKED
6000 IBM
CUSTOMERS
AND BUSINESS
PARTNERS



IMPACT 2008 EXPECT MORE! WORLD-RENOWNED KEYNOTES
WORLD-FAMOUS ENTERTAINMENT 220 CUSTOMER SPEAKERS

Attend, and we think you'll agree: you'll get premium value from this one conference that brings it all together! For instance, at this year's event, you can expect features such as:

- A targeted approach that lets you choose from **five tracks**:
 - Technical
 - Business Executive
 - IT Executive
 - Alignment of Business and IT
 - SOA Customer Feedback
- **Keynote speeches** by industry leaders, IBM executives and world-renowned personalities—including Martin Eberhard co-founder and former CEO of Tesla Motors, and Jimmy Wales from Wikipedia
- New and **exciting sessions** to choose from
- News that you won't get anywhere else about **IBM WebSphere® software** products and technologies that support SOA strategies
- Strategic insight from **experts in your industry** about the future of SOA
- Our enhanced **Solution Center**—with over 27 000 square feet of space, more great Business Partner (BP) exhibits and plenty of other reasons to visit—perhaps a timely chair massage, an afternoon latte or a late-day cocktail reception
- A day dedicated to our **IBM Business Partners** on Sunday, April 6

“SOA is now infused throughout IBM's software platform. Its WebSphere, Tivoli and Rational lines literally ooze SOA from every pore. Behind the software, IBM has an army of Global Services consultants.”

TechTarget, 5/21/07



IT'S THE
PREMIER
SOA AND
WEBSHERE
EDUCATIONAL
EVENT OF
THE YEAR

WHO SHOULD ATTEND AND WHY

The IBM Impact 2008 Smart SOA™ Conference is the premier SOA and WebSphere educational event of the year:

- IBM is looking to expand on the success of last year's event by featuring top IBM developers, integrators, and sales and business specialists.
- Join the more than 6000 attendees expected at Impact and enjoy the unparalleled opportunity to learn more about SOA.

The success of last year's Impact Conference has established a tradition of raising the bar for innovation, and this conference will build on the success of that event. Imagine being able to access world-class technical education about SOA and IBM thought leadership — whether you're a line-of-business manager, a CIO or an SOA user.

REGISTER NOW
ibm.com/soa/impact2008



SPEAKER BIOGRAPHIES

Besides our sessions, you'll find that our speakers are informative, inspirational and interesting. We're sure you'll enjoy what both our keynote speakers and our featured IBM speakers have to say.



KEYNOTE SPEAKER MARTIN EBERHARD, CO-FOUNDER AND FORMER CEO OF TESLA MOTORS, ELECTRICAL ENGINEER AND ENTREPRENEUR

Martin Eberhard was a co-founder of two successful start-ups (serving as chief engineer at one, and CEO at the next), and considers himself the customer's advocate, obsessed with making the user experience natural, familiar and comfortable. The co-founder of Tesla Motors, Martin's technical research convinced him that electric cars were indeed the most efficient, least polluting alternative to gasoline-powered cars. However, their makers tended to be idealists who hoped to create a car for every American with their first model, so an affordable electric car remained a dream. But Eberhard figured that if you can't compete on price, compete on performance — and let the price fall where it will. And along the way, reinvent the electric car, making it highly desirable, even if not affordable. With this philosophy, the Tesla Roadster was born: beautiful, unbelievably quick and yet energy-efficient. This breakthrough vehicle is a high-tech, eco-conscious two-seater that can go from zero to 60 miles per hour in four seconds, powered entirely by lithium-ion batteries. It reaches over 130 mph, and goes more than 200 miles on a single charge. Eberhard was ranked among the top 24 innovators of 2007 by *Fortune* magazine. Also in 2007, *Business 2.0* magazine ranked Eberhard number 32 of the 50 people who matter now.

OVER 220
CUSTOMER
SPEAKERS
WILL SHARE
THEIR SOA
EXPERIENCES

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WORLD-FAMOUS ENTERTAINMENT 220 CUSTOMER SPEAKERS**



KEYNOTE SPEAKER

JIMMY WALES, FOUNDER OF WIKIPEDIA.ORG, INTERNET ENTREPRENEUR

Jimmy Wales is the Internet entrepreneur best known for founding Wikipedia.org, as well as other wiki-related organizations. In January of 2001, Wales started Wikipedia.org, the online encyclopedia that anyone can edit, and in mid-2003, Wales set up the Wikimedia Foundation, a nonprofit organization based in St. Petersburg, Florida, to support the Wikipedia.org site. In 2004, Wales co-founded Wikia, Inc. with Angela Beesley. Wikia, Inc. is a for-profit company based on principles similar to Wikipedia.org, which allows people to contribute information and opinions on any topic, in any language. As part of his work at Wikia, Inc., Wales is developing a human-powered search engine, Search Wikia, which is based on the same open, transparent, community-driven principles of Wikia and Wikipedia. Recently, the World Economic Forum recognized Wales as one of the “Young Global Leaders” of 2007. This prestigious award acknowledges the top 250 young leaders across the world for their professional accomplishments, their commitment to society, and their potential to contribute to shaping the future of the world. In addition, Wales received the “Time 100 Award” in 2006, being named one of the world’s most influential people in the “Scientists and Thinkers” category.

“... as always, IBM knows how to deliver a conference that has, well, ‘impact.’ The knowledge, ideas and direction from these conferences directly contribute to my ability to deliver systems at AT&T.”

Robert Garskof, AT&T

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FEATURED SPEAKERS



Steven A. Mills, Senior Vice President and Group Executive, IBM Software Group

Steve Mills is responsible for shaping IBM's overall software strategy and directing IBM's software business, which contributes about US\$18 billion to IBM's revenue, including one-third of its profits. IBM's industry-leading middleware products power the on demand infrastructures of virtually every mid- to large-size company in the world, and IBM holds the number one or two position in all major software markets in which it competes, according to industry analysts. Steve is leading the next phase of IBM's software strategy, including the development and marketing of new industry-specific offerings and the alignment of IBM's 13000-person software sales force along technical and industry lines.



Robert LeBlanc, General Manager, Global Consulting Services and SOA, IBM Global Business Services

In his role as general manager, Global Consulting Services and SOA, IBM Global Business Services, Robert LeBlanc has global responsibility for IBM's core consulting practice, including developing and maintaining alliances with independent software vendors (ISVs) and the performance of the six global service lines. In addition, Robert is the leader of the company's service oriented architecture (SOA) efforts, directing the strategy around industry intellectual property (IP), skills and enablement.



Tom Rosamilia, General Manager, WebSphere Software, IBM Software Group

Tom Rosamilia is general manager of the WebSphere Software Division for IBM Software Group. He leads an organization of more than 8000 software development, marketing, services and sales professionals spanning more than 25 locations worldwide. His responsibilities include the IBM WebSphere portfolio and other strategic middleware technologies, including Web application servers, transaction and messaging systems, business integration technology, e-commerce servers, and industry-oriented middleware solutions.



Sandy Carter, Vice President, SOA and WebSphere Strategy, Channels and Marketing, IBM Corporation

Sandy is responsible for driving IBM's cross-company, worldwide SOA marketing initiatives. In this role, she helps oversee the company's SOA strategy across software, services and hardware, sets the company's SOA marketing direction, and directs SOA messaging and content, while leading a global team in driving customer demand. Sandy's efforts have driven the WebSphere family to sustain four consecutive quarters of double-digit growth, while the brand has won seven industry awards. She has helped IBM's SOA initiatives earn third-party validation and leadership rankings from analysts. Sandy is fluent in eight programming languages, and is the author of the SOA book from IBM *The New Language of Business: SOA & Web 2.0*.

AN EXCITING AGENDA ... FULL OF IMPACT!

As you can see, Impact 2008 will be an action-packed five-day event. Don't miss out on:

- Comprehensive education about how SOA can help you to overcome pressing business and IT challenges
- Tips on making better use of existing investments to achieve strategic goals
- New ways to innovate and transform your business
- Role- and industry-based curricula in over 500 sessions
- Exciting evening events that take full advantage of the best Las Vegas has to offer
- World-class guest speakers and entertainment

DAY 2 ENTERTAINMENT: THE B-52s AND TASTE OF LAS VEGAS

Come and see our featured entertainment in the evening of Day 2 of Impact 2008. Our entertainers are:

The B-52s

It has been said that the B-52s are as quintessentially American as the Beach Boys. And thirty years and over twenty million albums into their career, they remain among the most beloved rock stars ever. Known as "the world's greatest party band," the B-52s have attracted legions of faithful, fun-seeking fans with their unique sound and electrifying stage show.

Just weeks before Impact 2008, the B-52s will be releasing a new album, titled *Funplex*, their first original album in sixteen years. It is expected to be released on March 25, 2008. "It's loud, sexy rock and roll, with the beat pumped up to hot pink," says guitarist Keith Strickland.

Taste of Las Vegas

MGM Grand Productions will take guests on a journey of diverse culinary experiences—without ever leaving the Grand Garden arena:

- Our finest restaurants, featured in cuisine, décor and atmosphere, as we transform the arena in to an epicurean affair.
- Comfortable seating areas and quiet little nooks, contemporary bars and pulsating ultra-lounge settings
- Invigorating to the senses, an environment filled with ambience — you'll never want to leave!

the B-52s



**IMPACT 2008 EXPECT MORE! WORLD-RENOWNED KEYNOTES
WORLD-FAMOUS ENTERTAINMENT 220 CUSTOMER SPEAKERS**

THE WEEK AT A GLANCE

SUNDAY APRIL 6	MONDAY APRIL 7	TUESDAY APRIL 8	WEDNESDAY APRIL 9	THURSDAY APRIL 10	FRIDAY APRIL 11
Registration opens for BPs 7:00 a.m.	Breakfast 6:30–8:15 a.m.	Breakfast 6:30–8:15 a.m.	Breakfast 6:30–8:15 a.m.	Breakfast 6:30–8:15 a.m.	Breakfast 7:00–9:00 a.m.
BP Breakfast 7:00–8:00 a.m.	Opening session 8:30–10:15 a.m.	General session 8:30–10:00 a.m.	General session 8:30–10:00 a.m.	General session 8:30–10:00 a.m.	Breakout Series 20 9:00 a.m.
BP Day 8:15 a.m.–5:00 p.m.	30-minute break starting at 10:15 a.m.	30-minute break starting at 10:00 a.m.	30-minute break starting at 10:00 a.m.	30-minute break starting at 10:00 a.m.	Breakout Series 21 10:30 a.m.
	Solution Center 10:00 a.m.–2:00 p.m.	Breakout Series 5 9:00 a.m.	Breakout Series 10 9:00 a.m.	Breakout Series 15 9:00 a.m.	Conference ends 11:45 a.m.
	Breakout Series 1 11:00 a.m.–12:15 p.m.	Solution Center 10:00 a.m.–2:00 p.m.	Solution Center 10:00 a.m.–2:00 p.m.	Breakout Series 16 10:30 a.m.	
Registration opens for all Noon–8:00 p.m.	Lunch 12:30 a.m.–2:00 p.m.	Breakout Series 6 10:30 a.m.	Breakout Series 11 10:30 a.m.	Lunch Noon–1:30 p.m.	
	Special interest group 12:30 a.m.–1:30 p.m.	Lunch Noon–1:30 p.m.	Lunch Noon–1:30 p.m.	Special interest group Noon–1:30 p.m.	
	Breakout Series 2 2:00 p.m.	Inner Circle Lunch Noon–1:30 p.m.	Special interest group Noon–1:00 p.m.	Breakout Series 17 1:30 p.m.	
	Inner Circle kickoff 2:00 p.m.	Special interest group Noon–1:00 p.m.	Breakout Series 12 1:30 p.m.	30-minute break starting at 3:15 p.m.	
	30-minute break starting at 3:15 p.m.	Breakout Series 7 1:30 p.m.	30-minute break starting at 2:45 p.m.	Breakout Series 18 3:15 p.m.	
Pre-conference certification 3:00 p.m.	Breakout Series 3 3:45 p.m.	30-minute break starting at 3:15 p.m.	Breakout Series 13 3:15 p.m.	Breakout Series 19 4:45 p.m.	
	Breakout Series 4 5:15 p.m.	Breakout Series 8 3:15 p.m.	Breakout Series 14 4:45 p.m.	Special interest group 6:15–7:15 p.m.	
Solution Center reception 5:30–7:30 p.m.	Solution Center reception 5:30–8:00 p.m.	Breakout Series 9 4:45 p.m.	Special interest group 6:15–7:15 p.m.	Open evening	
		Special event 7:00–10:00 p.m.	Inner Circle event 6:30–11:00 p.m.		
			Open evening		



**IMPACT 2008 EXPECT MORE! WORLD-RENOWNED KEYNOTES
WORLD-FAMOUS ENTERTAINMENT 220 CUSTOMER SPEAKERS**

FIVE TRACKS FOR TARGETED IMPACT ON YOUR SOA

At Impact 2008, we have organized the informational sessions into four tracks. This approach is geared to allowing you to choose the specific areas you need for your SOA. Sample sessions in each track include:

TECHNICAL

The technical track includes over 300 unique sessions targeted at developers, architects, administrators and integrators of IBM WebSphere and IBM CICS® family of products.

- The SOA life cycle: business process management with IBM WebSphere software
- Demonstration: IBM WebSphere tools for end-to-end business process management from modeling to deployment
- Advanced business process management integration techniques
- Lab: Creating dynamic processes using IBM WebSphere Business Services Fabric, Version 6.1
- User interfaces: the easiest on-ramp to SOA
- Tech Zones: Collaborative areas where conference attendees can meet experts, see product demos, and talk to the product managers and architects who are the experts in these technologies

IT EXECUTIVE

Gain competitive advantage with actionable education and insight into the latest technology. This track will explore how SOA brings simplicity to the rock-solid technology you need to support mission-critical, enterprise-wide initiatives.

- Dramatic improvement of supply chain processes utilizing SOA and business process management
- Exploiting industry models in business process management implementations: leveraging the Information Framework
- Business process management from IBM: optimizing the business like no one else can
- How to improve business agility through end-to-end process visibility

BUSINESS EXECUTIVE

Make the transformation across business and IT to become a globally integrated enterprise. This track features client examples and industry perspectives to help you align your business and IT with SOA to become more agile and embrace change efficiently.

- Integrating finance to drive better business performance
- How IBM became a globally integrated enterprise
- Optimizing results through smart resource deployment
- Panel: "Innovation Across the Supply Chain"

ALIGNMENT OF BUSINESS AND IT

Gain insight into how IBM is helping customers deliver business process agility and integrity to meet the goals of the enterprise. This track will regroup around a single theme. It will feature some key sessions from the other conference tracks along with unique announcement-related sessions.

- Exploiting industry models in business process management implementations: leveraging the Information Framework
- Optimizing results through smart resource deployment
- Case study: Driving growth and ROI for St. George Bank with IBM SOA solutions
- Making change easier: leveraging best practices for governance

SOA CUSTOMER FEEDBACK

Note: *Limited session availability.* This interactive feedback track focuses on understanding and addressing the usability and consumability requirements that will enable users to do their jobs more efficiently. Engage in direct dialog with IBM designers and product managers, test drive new products and much more!

For a more detailed look at the tracks, see page 13 of this brochure or go to ibm.com/soa/impact2008.

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ibm.com/soa/impact2008





EXHIBITORS AND ATTENDEES: TAKE ADVANTAGE OF OUR SOLUTION CENTER

The Impact 2008 Solution Center will be the hub of activity for the thousands of attendees expected to join us in Las Vegas:

- The perfect place to network, close business or showcase your solution
- Exhibitor hours include dedicated time in the program — with two evening receptions

Check out the exciting Impact 2008 Sponsorships to help you get the most out of your conference experience and get a jump start on new 2008 opportunities. For all sponsorship enquiries, please contact Linda Wolfe at (781) 251-7717 or using e-mail at Linda.Wolfe@experient-inc.com. Here's a handy table with Solution Center hours and special events:

SOLUTION CENTER HOURS

DATES	TIMES	DETAILS
Sunday, April 6	5:30 p.m.–7:30 p.m.	Kick off the week and welcome attendees with cocktails and hors d'oeuvres in the Solution Center.
Monday, April 7	10:00 a.m.–2:00 p.m. 5:30 p.m.–8:00 p.m.	End the day with cocktails and hors d'oeuvres in the Solution Center (reception).
Tuesday, April 8	10:00 a.m.–2:00 p.m.	
Wednesday, April 9	10:00 a.m.–2:00 p.m.	



IMPACT 2008 SOLUTION CENTER THE PERFECT PLACE TO NETWORK CLOSE BUSINESS SHOWCASE YOUR SOLUTIONS



IMPACT 2008 BUSINESS PARTNER DAY

Business Partner Day is designed to enable our valued IBM Business Partners to get the most out of Impact 2008 and their relationship with IBM. Business Partners will hear from IBM executives and thought leaders about ways to maximize performance and solidify how they and IBM can go to market together to drive business results and win!

You'll also have the opportunity to network with IBM executives and your peers throughout the day, while learning about fresh ideas to:

- Identify new revenue opportunities for product sales and services
- Capitalize on the strength of IBM Business Partner programs to maximize market opportunity and win over competition
- Leverage proven product plans and marketing strategies for selling into the small and medium business (SMB) market

Hear your peers talk about their winning strategies, solutions and customer successes, expand your business offerings and have some fun along the way! At the end of the day, join us in the Solution Center for happy hour. Mingle with IBM executives, customers and your peers over drinks and appetizers.

And our focus on Business Partners doesn't end on Sunday. Visit the dedicated Business Partner Café throughout the week and:

- Meet with IBM program experts to discuss IBM PartnerWorld® benefits, offerings and programs that help to align your 2008 activities, grow your business and build winning marketing plans
- Attend rotating sessions designed just for Business Partners—in a relaxed environment where you can continue discussions, plan strategies and watch hands-on demonstrations of key new offerings

A sample of our special, jam-packed agenda:

SUNDAY, APRIL 6

Breakfast and welcoming remarks	• John Gordon, Director of Channels Marketing for IBM SOA and WebSphere Software
General sessions	<ul style="list-style-type: none"> • Tom Rosamilia, General Manager, WebSphere Software • Sandy Carter, Vice President, SOA and WebSphere Strategy, Channels and Marketing • John R. Thompson, Vice President, AIM Business Development
Information on the latest SOA trends and solutions	• Special guest speakers

NETWORK
WITH IBM
EXECUTIVES
AND YOUR
PEERS

FRESH IDEAS

MEET WITH
IBM PROGRAM
EXPERTS

ROTATING
SESSIONS

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ACCOMMODATIONS

Accommodations for our guests are available at the **MGM Grand Hotel and Casino**.

MGM Grand Hotel and Casino

3799 Las Vegas Boulevard South
Las Vegas, NV 89109

Conference hotel accommodation is limited and will be on a first-come, first-served basis. We strongly recommend that you arrange your accommodation online as part of the registration process.

MGM Grand is Maximum Vegas. It embodies the spirit of Vegas, complete with world-class conference facilities, posh accommodation, invigorating live shows and nightlife, front-door access to the Strip, and services that are more than enough for even the most pampered celebrity. As an Impact 2008 attendee, this is the place to be. This AAA Four Diamond award-winning resort provides the best of everything you might imagine from A-list entertainment to award-winning restaurants, high-energy nightlife to relaxing rejuvenation. Maximum energy. Maximum escape. MGM Grand is Maximum Vegas.

REGISTRATION

Register now at:

ibm.com/soa/impact2008

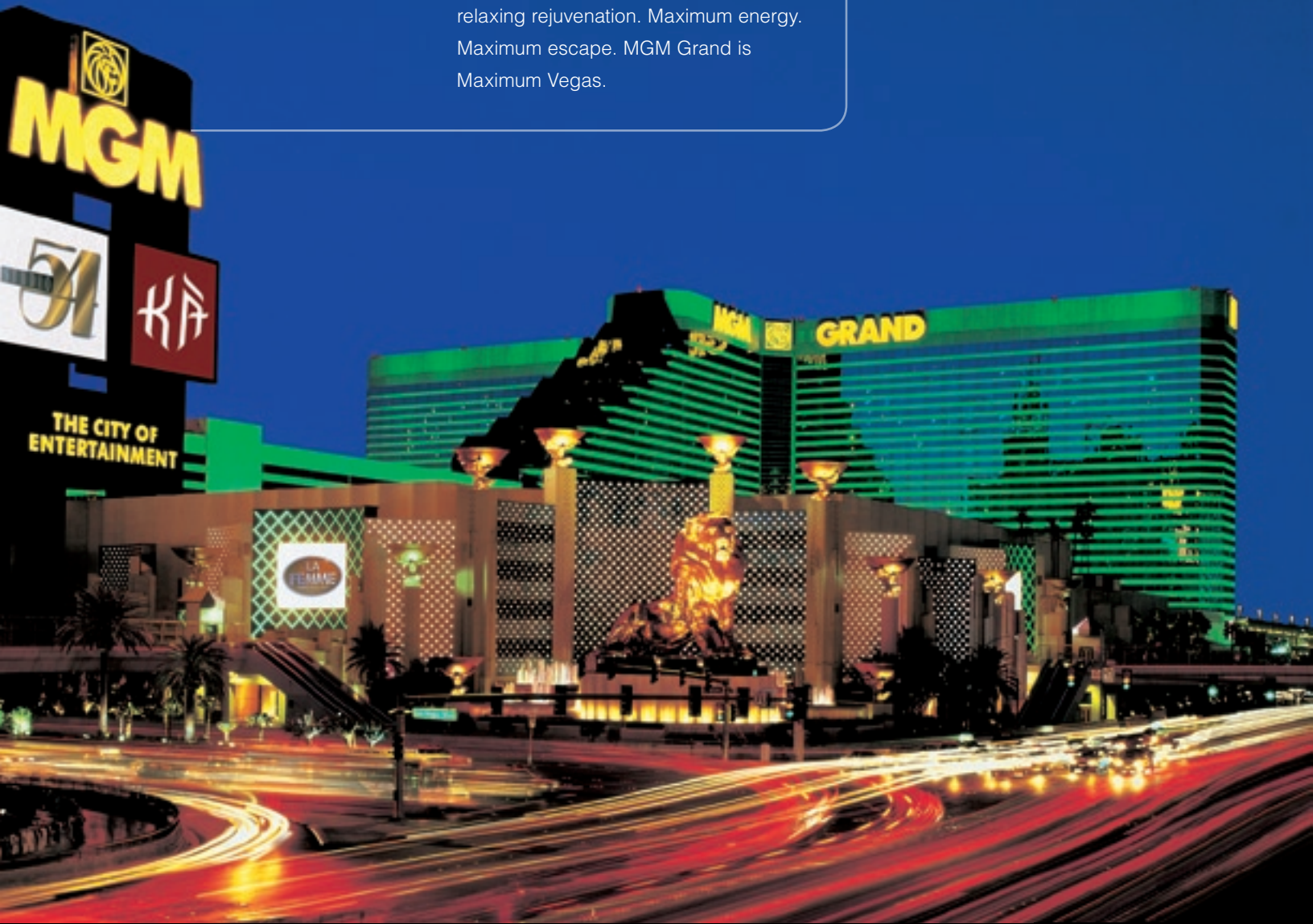
CONFERENCE REGISTRATION FEES

US\$2095 per person until March 31, 2008

US\$2250 per person after April 1, 2008

Special team discount: Bring your team.

Register ten people from your company and the eleventh conference registration fee is complimentary. Register now.



IMPACT 2008 THE MGM GRAND IS MAXIMUM VEGAS
ENTERTAINMENT RESTAURANTS HIGH-ENERGY NIGHTLIFE

TRACKS IN DEPTH

The following pages provide an in-depth look at each of the tracks. For the latest information and to view session abstracts, go to ibm.com/soa/impact2008.

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 offerings and other IBM products and technologies that power service oriented architecture (SOA).

Types of sessions:

- 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.

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 Enterprise Service Bus (ESB)
- Infrastructure Security and Management
- CICS and Enterprise Services
- Information as a Service
- Process Integrity
- Industry Services
- Governance



HOW SOA CAN
HELP YOU

CHOOSE FROM
FIVE TRACKS

THE HOTTEST
INFORMATION

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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 undoing 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 software development tools, 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 software development tools
- Web 2.0 tools
- Rational Developer for z/OS tools

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 improve 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 V6.1 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 V6.1.

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



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TECHNICAL TRACK

USER INTERACTION SERVICES AND PORTAL SUBTRACK

Portal and collaboration software helps enable the people entry point to SOA by providing 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 applications, as well as swiftly and seamlessly integrate new services into the enterprise.

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WORLD-FAMOUS ENTERTAINMENT 220 CUSTOMER SPEAKERS

Get the latest update in new release of WebSphere ESB and WebSphere MQ. Learn about ESB design patterns and implementation options. Test drive the IBM WebSphere DataPower® SOA Appliances in a hands-on lab. Learn 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 SOA Appliances
- 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 WebSphere Application Server for z/OS. 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 Java virtual machine (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 (including ND, CE and XD, and WebSphere Application Server for z/OS)
- WebSphere Process Server
- IBM Tivoli® products, including:
 - IBM Tivoli Composite Application Manager for WebSphere
 - IBM Tivoli Federated Identity Manager
 - IBM Tivoli OMEGAMON®

CICS AND ENTERPRISE SERVICES SUBTRACK

This track provides the technical knowledge that you need to make the most out of major product enhancements in 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 24x7 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. The use of information as a service accepts the idea that data resides within many systems and repositories, and seeks to free that data from silos by delivering it in a trusted and in-context manner across the enterprise. This track focuses on the concepts and tooling that enable the use of 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 IBM Tivoli Change and Configuration Management Database (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 consists 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, health care, 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 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



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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. It will address 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 is 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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