



Agenda: Day 1

SOA Strategy & Overview

SOA enables innovation and unlocks new sources of value. Learn how customers are using SOA and BPM to win in the marketplace today, and how they are deploying IBM's proven SOA solutions to help them sustain competitive advantage.

SOA Real World Engagements

Linking business needs with supporting technologies are critical to successful SOA engagements. Learn how IBM collaborates with clients to translate technology capabilities into business value across all stages of the SOA Lifecycle. Hear how customers leverage IBM's business, industry, and application "know-how" to incrementally transform existing application portfolios and architectures to a more flexible environment that supports business growth and priorities.

SOA: An Evolving Business/Technology Paradigm

With the confusion about SOA proliferating across the landscape, we will look at the "starting points", a few select customer scenarios, and the value proposition models to get the customer there. This presentation is aimed at senior technical and/or business leaders looking to understand how best to leverage this technology in the context of business transformation.

The 5 Most Relevant SOA Starter Projects

Rapidly changing market environments demand quick responses. This flexibility can only be achieved through service orientation. This session uses 5 real-life case studies to show how approaching SOA incrementally on a project by project basis helps you to achieve business goals and increase business flexibility.

SOA Productivity Through Automating Business Processes

SOA makes the concept of reuse real. It allows you to better leverage existing applications and IT investments, and the result is flexible, distributed business processes. Learn how you can shape your organization's success by following a services-based approach, giving you a foundation from which to build other differentiating technologies.

Making SOA Real Within Your Organization

Best practices to put SOA into operation within your enterprise. How to organize, standardize, and fund your SOA.

Solve Business Problems Faster Through Composite Applications and Service Models

There's a quicker way to create new application functionality and solve business problems. Hear examples of custom and packaged composite applications that are available to create new business outcomes. Methods to align business process with IT Systems. Bring business people to the table.

Improving Your Customer Management Processes Through SOA

Integration of People, Processes, and Information into your SOA is critical for success. This is especially true in critical areas around the handling of customer and product details and interactions. Learn best practices and how to leverage SOA in these areas.

Agenda: Day 2

Governance

Want 20% better profitability? A Harvard Business School study indicates superior results like these are achievable through good IT governance. This session explains how SOA governance is key to good IT governance, and answers the key SOA Governance questions: How do you effectively coordinate a cross LOB SOA environment, including the planning, funding, and management of the various business components?

Gartner Analyst Session

SOA Security and Management

Security is paramount to enable new business models. As organizations grow, so does B2B exchanges, supply chain management systems, and the need for improved communication and information access channels. Discover how IBM can replace islands of security with integrated security across the enterprise for more flexible, manageable and secure IT systems and SOA designs.

Customer Session

Information Access – Single Source of information About Customers and Products

Trying to maximize the value of your information assets? Hear how IBM can help you combine the benefits of SOA with "Information as a Service, so companies can make information more available, consistent and trustworthy, freeing it from silos and delivering it in-line and in-context across the extended enterprise.

SOA & Productivity at the Front End: Utilizing Portals to Increase SOA Productivity

In the knowledge economy, employees need adaptive work environments that provide activity-centric collaboration and personalized experiences based on people's roles. Learn how IBM's people-integration capabilities provide a unified environment for developing, deploying, and managing a simplified end-user experience that delivers productivity, enterprise agility, and a user platform for composite applications.

Customer Session

Panel Discussion: Customers, Analyst, and IBM executives