

Extend and Leverage your investment with B2B Integration



Check out the **5 Smarter Commerce sessions in the Forbes Business Leadership Forum** to learn how you can synchronize your value chain with B2B Integration Solutions.

Whirlpool Leverages the Cloud for Real-Time B2B Information Processing

The Cloud has evolved into an extended enterprise tool using new capabilities to help manage real-time processes to enable collaboration with the business community. This session will discuss how Whirlpool Corporation, which relies on the availability of information exchanged with partners in order to deliver products and services to the market, leverages cloud capabilities to improve customer service and achieve greater overall value within their business. Whirlpool will discuss how the use of Web Services, within IBM Sterling B2B Integration Services, brokers their communities that rely on the synchronous exchange of information and real-time processes. Whirlpool achieves this within its existing collaborative partner network in order to dramatically reduce the cost of integrating processes, improve the efficiencies of business operations and increase overall customer satisfaction.

Date: Monday, April 30 | Time: 2:00 p.m. | Location: Delfino 4104 | Speakers: Alan E. Douville, Whirlpool; Lori Brofford, IBM

Building the Foundation that Will Support your Growth Initiatives

Many organizations find out too late that growth requires more than a strategy. It requires a technical foundation that allows you to make new connections through which critical business information flows. Come find out how one bank leverages a file movement solution to provision and on-board new connections to enable phenomenal growth.

Date: Monday, April 30 | Time: 3:45 p.m. | Location: Delfino 4103 | Speakers: Rich Roy, ING; William McKinney Jr., IBM; Dirk Maney, IBM

A Customer Story: 3M's Next Generation B2B Gateway Strategy

As companies face an increasingly complex and global market place they need to rethink their B2B integration strategy in order to remain competitive. Find out how 3M is building a Smarter Enterprise utilizing IBM® Sterling B2B Integration solutions. As part of their Next Generation B2B Gateway strategy, 3M will be consolidating disparate platforms onto the IBM Sterling B2B Integration solution in order to support a growing and extensive customer facing e-commerce environment, as well as a complex global trading partner environment spanning over 60 countries.

Date: Tuesday, May 1 | Time: 3:15 p.m. | Location: Delfino 4102 | Speakers: Bill Millinczek, 3M; Scott Lewis, IBM

Parker Hannifin Synchronizes their Complex Value Chain with IBM Sterling B2B Integration

Changing global conditions, competitive forces, and empowered customers are all forcing manufacturers and suppliers to elevate their performance across the supply chain. While most companies have achieved some supplier and partner integration, today's environment demands a paradigm shift in the breadth and depth of your supplier integration capabilities. In this session you will learn how Parker Hannifin recognized this and drove a strategy of change using IBM Sterling B2B Integration to offer superior, differentiated performance across 100% of their business community, and to deliver value to its customers.

Date: Tuesday, May 1 | Time: 4:45 p.m. | Location: Lando 4201A | Speakers: Brian Wright, Parker Hannifin Corporation; Matt Bucey, IBM

Customer Panel: The Role of B2B Integration in achieving Smarter Commerce

IBM has seen great interest and engagement on the topic of Smarter Commerce and the need to put the customer back at the center of the business. This session will enable you to discover how B2B Integration and Managed File Transfer can help you execute on Smarter Commerce by synchronizing your extended value chain of partners, customers and suppliers. Join us in a panel discussion with executives from 3M, Whirlpool, and ING.

Date: Tuesday, May 1 | Time: 4:45 p.m. | Location: Lando 4203 | Speakers: Rich Roy, ING; Bill Millinczek, 3M; Harold Hatfield, Whirlpool; William McKinney Jr., IBM; Bob Benson, CVS Caremark



Check out these **Smarter Commerce Technology sessions**

Understanding IBM's Strategic Directions on B2B and Transformation

IBM offers several solutions that provide transformation and B2B translation capabilities. This session will enable you to learn more about the future direction that IBM plans to pursue with these solutions and our commitment to existing products and customers.

Date: Monday, April 30 | Time: 10:45 a.m. | Location: Delfino 4003 | Speakers: Matt Demmler, IBM; Dan Pitre, IBM

Roundtable: WebSphere Transformation Extender – Customer Feedback Session

Take the opportunity to meet with leaders from the WebSphere Transformation Extender family of products and educate them on what you like, don't like and would like to see in the products.

Date: Monday, April 30 | Time: 10:45 a.m. | Location: Toscana 3710 | Speaker: Michael J. Hudson, IBM

The New Edge: The B2B Evolution for Meeting Global Commerce

Companies are increasingly globally integrated enterprises. Partner communities, and your connections with them, are growing more complex. Supply chains are extending globally. Technology and compliance requirements differ across geographies. Information types and processes are expanding more messages, more files, delivered faster, better, safer. Business-to-business (B2B) integration projects are proliferating and play a critical role in synchronizing your entire value chain. This session will present how IBM's Sterling B2B Integration solutions deliver the global integration capabilities you require.

Date: Monday, April 30 | Time: 2:00 p.m. | Location: Lando 4303 | Speakers: George Middlebrook, IBM; Mike Ingardia, IBM; Erik J. Burckart, IBM

Meet the Experts: IBM's B2B Integration Solutions Experts Team

Join your colleagues and participate in what will be an enlightening interactive discussion on B2B Integration implementation and operational best practices and experiences. This session will be hosted by IBM B2B Integration product management, engineering, architect and services experts, who can help you maximize your return on investment.

Date: Monday, April 30 | Time: 3:45 p.m. | Location: San Polo 3401 (Zone A) | Speakers: George Middlebrook, IBM; Matt Demmler, IBM; Mike Ingardia, IBM; Erik J. Burckart, IBM

What's New in WebSphere Transformation Extender 8.4

This session will cover the new features in the recently released version 8.4 of WebSphere Transformation Extender. The new features to WebSphere TX itself, its industry packs and its extenders for Sterling B2B Integrator, DataPower and other WebSphere platforms will be highlighted.

Date: Monday, April 30 | Time: 5:15 p.m. | Location: Palazzo F | Speakers: Michael J. Hudson, IBM; Luke Raiano, IBM

WebSphere Transformation Extender (WTX) – Birds of a Feather

This is your chance to meet and interact with other people who rely on data transformation technology as much as you do. This is expected to be a lively and informal session where you can exchange tips and tricks and voice your opinions about how WebSphere TX should evolve in the future.

Date: Tuesday, May 1 | Time: 12:15 p.m. | Location: Lando 4301B | Speakers: Michael J. Hudson, IBM; Luke Raiano, IBM; Mike Maxwell, IBM; Dan Pitre, IBM

Meet the Experts: IBM Sterling Managed File Transfer and ROI

Join IBM product management, engineering and services experts for an interactive discussion on implementation and operational experiences associated with managed file transfer. Discuss the challenges your company has gaining control over a proliferation of data transfer and learn how IBM can help you manage your file and message data transfers. Share your experiences and ask questions of the experts who can offer guidance and real-world insight on how companies such as yours are maximizing their investment in managed file transfer.

Date: Tuesday, May 1 | Time: 3:15 p.m. | Location: San Polo 3401 (Zone B) | Speakers: Dirk Maney, IBM; Russell Efird, IBM; Greg Melahn, IBM; Erik J. Burckart, IBM



Roundtable: WebSphere Transformation Extender — Customer Feedback Session

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Date: Tuesday, May 1 | Time: 3:15 p.m. | Location: Toscana 3705 | Speaker: Michael J. Hudson, IBM

Overview of IBM Managed File Transfer Portfolio

Today's modern enterprise is driven by a network of complex interactions internally and externally. Learn how IBM's Managed File Transfer portfolio can help you gain visibility and control of your file data. This session addresses the following questions: What is the IBM Managed File Transfer portfolio? Where will my organization realize business value using these offerings? How will the offerings in IBM's Managed File Transfer portfolio be used together? The session also covers the following offerings: IBM® Sterling Connect:Direct®, IBM® Sterling File Gateway and IBM WebSphere MQ File Transfer Edition.

Date: Tuesday, May 1 | Time: 3:15 p.m. | Location: Lido 3005 | Speakers: Robert Vila, IBM; Ben Mann, IBM

Hands-on-Lab: MQ FTE and IBM Sterling File Gateway

In December 2011, IBM delivered out-of-box integration between IBM Sterling File Gateway and WebSphere MQ File Transfer Edition. This lab session will highlight the benefits to IBM MQ FTE clients of leveraging File Gateway for inbound and outbound file transfers with trading partners and provide technical details on how to deploy a combination of the two.

Date: Tuesday, May 1 | Time: 4:45 p.m. | Location: Murano 3303 | Speakers: Russell Efird, IBM; Greg Melahn, IBM

Roundtable: WebSphere Transformation Extender — Customer Feedback Session

Take the opportunity to meet with leaders from the WebSphere Transformation Extender family of products and educate them on what you like, don't like and would like to see in the products.

Date: Wednesday, May 2 | Time: 10:45 a.m. | Location: Toscana 3704 | Speaker: Michael J. Hudson, IBM

The Quest for Actionable Visibility

Success for the business user is not just a dashboard, showing number of failures. Come learn how companies are leveraging Business Monitor with B2B integration products like IBM Sterling File Gateway, IBM Sterling Connect:Direct, WebSphere MQ FTE and WebSphere Message Broker to provide actionable visibility.

Date: Wednesday, May 2 | Time: 3:15 p.m. | Location: Palazzo I | Speakers: Russell Efird, IBM; Greg Melahn, IBM

Addressing Global Financial Messaging Trends and Regulatory Mandates

Financial regulatory mandates, such as Dodd-Frank, T2S, SEPA and PSD, have substantial implications for your organization. This session will discuss these and other financial regulations, and how you can leverage WebSphere Transformation Extender to help your organization cater for these regulatory requirements. The session will also cover how WebSphere Transformation Extender works with IBM's new Financial Transaction Manager to integrate, orchestrate and monitor financial transactions across many different message types and formats.

Date: Wednesday, May 2 | Time: 4:45 p.m. | Location: Delfino 4003 | Speakers: Michael J. Hudson, IBM; Mike Maxwell, IBM

IBM B2B Cloud Services: Get the Most Out of Your B2B Community

With globalization, the value and use of B2B Services has changed and expanded. Businesses are moving beyond basic connectivity and into more sophisticated integration on cloud. Furthermore, extending the enterprise with new protocols like web services opens a new door to greater flexibility from this stable and "always-on" environment. This session will present the current vision for IBM Sterling B2B Services solutions and provide insights into how clients are using new services like File Transfer Services, Web Services, and Small Partner Enablement capabilities.

Date: Thursday, May 3 | Time: 10:30 a.m. | Location: Palazzo L | Speakers: Lori Brofford, IBM; Steve Keller, IBM



Roundtable: WebSphere Transformation Extender — Customer Feedback Session

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Date: Thursday, May 3 | Time: 10:30 a.m. | Location: Toscana 3704 | Speaker: Michael J. Hudson, IBM

Building Cloud Based Services with WebSphere Transformation Extender (WTX)

As cloud computing becomes more mainstream, the need for services that can understand and simplify real world data has arisen. This session will explain how to call WebSphere Transformation Extender maps from WebSphere Cast Iron orchestrations as services, and how HyperVisor technology and IBM Workload Deployer can enable and manage cloud based transformation services.

Date: Thursday, May 3 | Time: 3:15 p.m. | Location: Lido 3001A | Speakers: Michael J. Hudson, IBM; Luke Raiano, IBM

Holistic Integration Within and Beyond the Enterprise

Today's modern enterprise is driven by a network of complex interactions, internally and externally. Learn how IBM delivers holistic integration of this Dynamic Business Network, both within the organization and between businesses. Discover how the combination of IBM Sterling B2B Integration and IBM WebSphere SOA Connectivity and Integration offerings enable a unified, integrated enterprise.

Date: Thursday, May 3 | Time: 3:15 p.m. | Location: Marcello 4501B | Speakers: Robert Vila, IBM; Leif O. Davidsen, IBM; Dirk Maney, IBM

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