



## IBM Software for Smarter Planet.



The world is getting smaller, flatter and smarter. Today, people and systems are becoming more interconnected, instrumented and intelligent, offering businesses greater capabilities and opportunities than ever before.



### You need Smarter Software to build a Smarter Planet

One trillion devices would have been connected to the Internet by 2011. Digital data is projected to grow by 10 times in that same period. Everything from cars, appliances, roadways, power grids, clothes, and even natural systems such as agriculture and waterways are increasingly instrumented, interconnected and infused with intelligence.

At the heart of this transformation is software that powers today's systems and processes. It is the key to making sense of a smarter planet and harnessing its potential. It can help make businesses, industries, governments – and the world -- work better.

### Come discover Software built to help build a Smarter Planet at the IBM TEC

The IBM TEC is simply the faster and easier way to immerse in Smarter Software that will help you conceive solutions to address your unique challenges as well as build capabilities to transform your organization. Facilitated by technology and domain experts & geared with the latest IBM Software, the TEC creates a dynamic and stimulating environment to:



**Expose** to emerging technology trends and how recent Smarter Software innovations relate to current business and organizational challenges

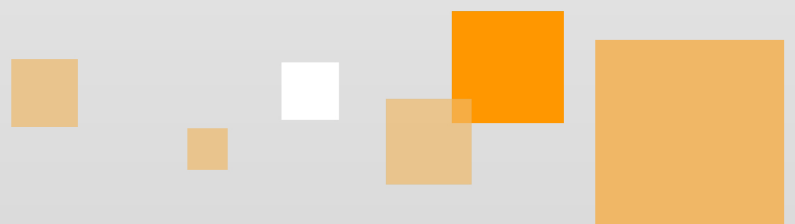
**Explore** Smarter Software solutions derived from real client engagements and learn how it is helping to build business and organizational capabilities

**Experience** through hands-on guided labs on how Smarter Software underlying technology helps build business and organizational capabilities



### Start the conversation and move your organization towards being smarter

IBM Software helps clients build the capabilities to transform their industries and the world. What's your vision for your organization? Your industry? Your world?





## Attend the Technical Exploration Center

### TEC Content

#### Categories of TEC events in ASEAN

##### Expose

E-IM03-1 Harness & Harvest Big Data for the Enterprise

E-IS01-1 Solutions for Singapore's Generation 3 GIRO

E-IS05-1 Smarter Governments: Engaging & Servicing Citizens in the Social Web World

E-IS08-1 Transform Your eCommerce Strategy: Leveraging Social Networks & Behavioral/Sentiment Analysis

E-IS10-1 Smarter Software to Build A Smarter Planet

E-LN01-1 Unleash Social Collaboration and Drive Business Productivity

E-RA04-1 Reduce the Cost & Risk of Compliance Management in Financial Services

E-ZS08-1 Manage Enterprise Systems in the Open World of Mobile & Social Business





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- E-BA03-1 Business Analytics: Learn from the Past, Understand the Present & Predict the Future
- E-EM01-1 Streamline Enterprise Reporting and Reduce High Print & Storage Costs
- E-EM02-1 Optimize Case Outcomes with 360-Degree View of Cases
- E-EM03-1 Automate the Transformation of Paper Documents to Digital Information
- E-IS02-1 Enhance the End-to-End Visibility of Payment Transactions
- E-IS03-1 Deliver a World Class Banking Experience at Every Touch Point
- E-IS04-1 Smarter Cities: Accelerate & Improve Responsiveness Across The City Eco-System
- E-IS06-1 Maximize Sales & Service Interactions Across Channels
- E-IS07-1 Make the Right Offer at the Right Time at the Right Channel
- E-IS09-1 Sense and Respond to Customer Events: Leveraging Events to Sell To & Service Customers Better
- E-RA01-1 Successful IT Delivery Strategies to Stay Ahead of the Competition
- E-RA02-1 Achieve Predictability & Accuracy in the Application Delivery Lifecycle



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E-RA05-1 Enable Informed Decisions to Manage Business-Driven Change

E-RA06-1 Automate & Reduce the Complexity in Software Delivery Processes

E-TV01-1 Cloud Computing: Rethink IT, Reinvent Business

E-TV02-1 Address The Challenges of Access Management

E-TV03-1 Maximize the Availability of Data while Minimizing the Cost of Storage

E-TV06-1 Endpoint Management: Automate It Before It Automates You

E-WS03-1 Transform Your Application Infrastructure & Private Cloud with Improved Agility, Control & Optimization

E-ZS01-1 Make the Most of CICS in Your Enterprise

E-ZS02-1 Use Real-Time CICS Events & Data for Better Business Decisions

E-ZS03-1 Data Governance on System Z: Your Key to Business Optimization

E-ZS04-1 Upgrade to DB2 10 for z/OS: Why? When? How?

E-ZS05-1 Integrate System Z Data Seamlessly with the “Rest of the World”

E-ZS06-1 Achieve Near Real-Time Business Intelligence for the Enterprise

E-ZS07-1 A Day in the Life of The Smarter Developer



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##### Experience

E-BA01-1 Budgeting and Forecasting for Better Business Outcome

E-BA02-1 Business Intelligence: Informed Decisions at Every Level of the Enterprise

E-IM01-1 DB2 Administration for Oracle Professionals: Why Oracle DBAs Should Care About DB2?

E-IM02-1 Trust Your Organization's Data: Leverage Metadata Management

E-IM04-1 Manage the Data Explosion in the Enterprise

E-IM05-1 Serious Analytics with a Simple Appliance

E-LN02-1 Exceptional Web Experience

E-LN03-1 Unify Communication & Collaboration to Work Smarter

E-RA03-1 Build Responsive Testing: Transitioning from a Culture of "Make & Check" to "Sense & Respond"

E-TV04-1 Ensure Successful IT Service Delivery Processes

E-TV05-1 Service Assurance: Keep Your Business Thriving

E-WS01-1 Streamline Business Processes with Intelligent Decision Automation for Better Business Outcomes

E-WS02-1 The Interconnected Enterprise - SOA & Cloud Application Integration with Software & Appliance Technologies



Highlights - Expose

■ Expose

**E-IM03-1 Harness & Harvest Big Data for the Enterprise**

1 day

Target Audience : Business Analysts, Architects, Project Managers, IT Managers, Application Development Heads, Developers.

Everyday, we create 2.5 quintillion bytes of data—so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: from sensors used to gather climate information, posts to social media sites, digital pictures and videos posted online, transaction records of online purchases, and from cell phone GPS signals to name a few. This data is big data.

In your business, you may have your own big data challenges and understand the opportunity that it brings to your organization, yet turning mountains of data about your customers, products, incidents, etc., into actionable information while the volume, variety and velocity of big data seem overwhelming. Until now there was no practical way to harvest this opportunity.

Today, IBM's platform for big data opens the door to a world of possibilities, giving organizations a solution that is designed specifically with the needs of the enterprise.

IBM is uniquely positioned to help clients navigate this transformation. IBM InfoSphere® Big Insights and IBM InfoSphere Streams are the core technologies of IBM's platform for big data.

Come and experience in this proof-of-technology session through presentation and hands-on labs. In this session, participants will learn:

- How to manage and analyze internet-scale volumes of structured and unstructured data
- How to enable continuous analysis of massive volumes of streaming data both structured and unstructured with sub-millisecond response times.

■ **E-IS01-1 Solutions for Singapore's Generation 3 GIRO**

0.5 day

Target Audience : Business & IT Managers

Banks in Singapore need to implement next generation Giro systems(G3) in the immediate future. The next generation systems are required to be able handle transactions across banks in seconds, these regulatory changes represent an opportunity to revamp the business processes and IT systems to achieve a higher degree of flexibility and responsiveness. This session covers the considerations for implementing and planning such a change, and presents solution options for realizing the Next Generation Giro (G3) systems.



**Highlights - Expose**

**E-IS05-1 Smarter Governments: Engaging & Servicing Citizens in the Social Web World** **0.5 day**

Target Audience : C Level Executives

With the dramatic growth of web's popularity, the number of freely available on-line news, reviews, blogs has rapidly increased. Governments need to stay engaged in this medium both to offer services using the new medium to lower costs and improve efficiencies. Given the wealth of the feedback being shared online, it is also important for governments and officials to tap this mediums for ideas, feedback and shift in sentiments.

Join IBM for an insightful and informative discussion on industry frameworks that combine industry knowledge, best practices, software and tools you need to migrate to a more strategic and flexible technology architecture that helps you address this new medium as well as gain from the benefits it offers. Like building blocks, these projects enable your teams to implement technology capabilities that can be reused throughout the enterprise.

**E-IS08-1 Transform Your eCommerce Strategy: Leveraging Social Networks & Behavioral/ Sentiment Analysis** **0.5 day**

Target Audience : Business Managers

As eCommerce comes of age, there is increasing recognition that the sale is just one aspect of the experience. As with traditional commerce, the customer is at the center of all operations. Smarter commerce turns customer insight into action, enabling new business processes that help companies buy, market, sell and service their products and services. Each of those four key value segments have to be re-visited by putting the customer at the center, by leveraging the latest capabilities that technology provides like identifying products or recommendations that are most likely to work for a given customer preferences while learning from what has worked for other customers' of similar background.

Join IBM for an insightful and informative discussion on industry frameworks that combine industry knowledge, best practices, software and tools you need to migrate to a more strategic and flexible technology architecture that is aligned with the needs of your eCommerce business one project at a time. Like building blocks, these projects enable your teams to implement technology capabilities that can be reused throughout the enterprise.

**E-IS10-1 Smarter Software to Build A Smarter Planet** **0.5 day**

Target Audience : All

As people and systems become interconnected, instrumented, and literally more intelligent, the world is getting smaller, flatter and smarter. Today, we're seeing the coming of age of a whole new generation of intelligent systems and technologies -- more powerful and accessible than ever before. At the same time, customers want to integrate their businesses horizontally -- across the enterprise and beyond. And they're demanding that information improve their experiences, making every interaction smarter and more productive. Middleware is the key to doing this, come and join us to see how IBM middleware helps you to transform your business with this view of a smarter world into a reality.





**Highlights - Expose**

**E-LN01-1 Unleash Social Collaboration and Drive Business Productivity** **0.5 day**

Target Audience: Business Managers

Are your users demanding to work smarter? More Web 2.0? We take a look at traditional collaboration methods along with introducing new methods of improving the way you work. You will experience new ways of interacting with not only your own team, people within your organization but with partners, customers and non-traditional customers.

Does your organization need to ....

- Identify and utilise key human resources better?
- Provide different (modern) methods of communication?
- Merge social tools into existing tools, practices?
- Look at innovative ways of reducing expenditure?
- Learn how to integrate Web 2.0 work practices into your day to day activities

This interactive session will enable you to experience everything in a safe environment.

**E-RA04-1 Reduce the Cost & Risk of Compliance Management in Financial Services** **1 day**

Target Audience: C Level Executives and those responsible for the business impact of compliance management, Senior IT Managers, Engineering, Development, PMO, CRO

New regulations, such as Dodd-Frank, Basel III and Solvency II have a significant and broad impact on financial institutions. Companies are finding that legal and regulatory compliance costs are soaring while the effectiveness of traditional methods of compliance management are declining, giving rise to huge fines, penalties, awards and settlements – often in the billions of dollars.

- For every \$1 billion in revenue, the cost of compliance programs comes close to \$6 million (Source: OCEG 2005 Benchmarking Study)
- The cost of Sarbanes-Oxley compliance alone averaging \$4 million for companies with \$5 billion revenue, and \$10 million for companies with \$10 billion and more in revenue (Source: META Group research conducted on behalf of Price water house Coopers)
- For companies with more than \$1 billion revenue, compliance costs equaled 190 full time equivalent employees (Source: META Group research conducted on behalf of Price water house Coopers).

The IBM Rational® Compliance Accelerator for Financial Services helps dramatically reduce the costs and risks of compliance management; helping financial institutions meet the compliance needs of these regulations while improving enterprise wide collaboration, visibility, audit and reporting. The IBM Rational Compliance Accelerator for Financial Services will help financial institutions organize, understand and use sophisticated trade off analysis and financial modeling to plan and execute responses to changing regulations. The adoption of this IBM accelerator can help dramatically reduce the costs and risks of compliance management, while improving enterprise-wide collaboration and visibility, as well as audits and reporting.





Highlights - Expose

The IBM Rational Compliance Accelerator for Financial Services provides the following key focus areas:

- \* Planning for Compliance
- \* Collaborative Compliance Remediation
- \* Run-time Testing for Compliance

**E-ZS08-1 Manage Enterprise Systems in the Open World of Mobile & Social Business** 0.5 day

Target Audience : IT Operations Managers, IT Infrastructure Manager, IT Security Manager, IT Auditor, Systems Programmers, Cloud Service Administrator, Cloud Project Team

Business growth, change dynamics and new modes of doing business are increasing the size and shape of transactions, workloads and systems in the data center. Risks such as system failure, security violations, and performance degradation are also increasing. This session will cover enhancements in management systems and controls needed in this environment.

IBM Tivoli Enterprise Management solutions are designed for holistic systems management across your enterprise. You can quickly and easily get detailed analysis of every element of your enterprise systems, to help you tune, optimize and control resource usage in a timely manner.

When problems are detected, rapid policy-driven recovery is crucial. IBM Tivoli Enterprise Automation solutions also provide out-of-the-box recovery policy for CICS, IMS, z/OSTM, IBM Tivoli Workload Scheduler, and IBM DB2® and also allows creation of custom policies for your systems.

Risks to corporate and personal data are increasing by the day. IBM Tivoli Enterprise Security solutions provide a comprehensive range of controls from real time intrusion detection to audit tools that help you comply with new regulatory and other security requirements.

Cloud computing is all the rage today but there are issues around security, reliability and compliance in the context of “multi tenanted” environments. IBM Tivoli Enterprise Cloud solutions help address these problems and include functions for cloud provisioning, monitoring, accounting and security.





Highlights - Explore

**E-BA03-1 Business Analytics: Learn from the Past, Understand the Present & Predict the Future** 0.5 day

Target Audience: IT Managers, Business Intelligence Managers, Marketing Managers, Business Analysts

This workshop is designed to give participants the opportunity to learn about how IBM SPSS Modeler can be used in real world applications. During the workshop attendees will also learn how the products can support them in their day-to-day efforts.

Workshop participants will learn how IBM can support them through the entire analytical process from beginning to end. From data collection to analysis through reporting and deployment; we help all types of organizations including commercial, higher education and government.

The goal of the workshop is to help attendees understand how to use data better to learn from the past, understand what is happening today, and anticipate the future.

You will experience Modeler first hand & learn how you can have major impact in your organization in less than 90 days! You will learn how to use your data better, to learn from the past, understand what is happening today, and anticipate the future.

**E-EM01-1 Streamline Enterprise Reporting and Reduce High Print & Storage Costs** 1 day

Target Audience: Development Managers, IT Managers, Business Analysts, Developers, IT Administrators

Join us to find out how IBM helps you capture computer output and archive scanned documents for enterprise report management.

It helps companies gain significant ROI by transforming costly high-volume print output to electronic information capture and presentation in support of customer service.

- Streamlines distribution of selected reports and documents, supports electronic bill solutions, and delivers self-service access to bills, invoices and statements
- Automatically groups reports and portions of related documents to distribute as needed
- Provides the capability for volumes of report-oriented data to be electronically turned into records
- Enables print streams to transform them during archiving. Read more about the AFP2WEB feature
- Automates and optimizes storage management for cost and retrieval benefits and is designed to provide immediate compression results



Highlights - Explore

**E-EM02-1 Optimize Case Outcomes with 360-Degree View of Cases** 1 day

Target Audience: Development Managers, IT Managers, Business Analysts, Developers, IT Administrators

Organizations face case management challenges that require more insight, responsiveness and collaboration. IBM Advanced case management unifies information, processes and people to provide a 360-degree view of the case and achieve optimized outcomes. With a case management solution, knowledge workers can extract critical case information through integrated business rules, collaboration, and analytics - all of which enhance decision making ability and leads to more successful case outcomes.

**E-EM03-1 Automate the Transformation of Paper Documents to Digital Information** 1 day

Target Audience: Development Managers, IT Managers, Business Analysts, Developers, IT Administrators

Do you like to find out how enterprise capture can make unstructured information understandable for input to core business processes and help break down silos of information in your organization? In this session, you will discover :

- The evolution of enterprise capture and how it can be the foundation for a paperless office
- Multiple ways enterprise documents can be captured at point of entry
- Intelligent classification, interrogation and extraction of document data
- How IBM capture solution provides a flexible, scalable option for enterprise capture
- Transform capture from a siloed, front-end process to a key component of an enterprise content management strategy that streamlines the capture of images, paper and other unstructured documents.

**E-IS02-1 Enhance the End-to-End Visibility of Payment Transactions** 0.5 day

Target Audience: Business & IT Managers

A number of industries are going through a period of significant change, the rate of change is increasing and the relentless pressure to drive down costs while improving the service levels is becoming a consistent theme across the banking industry. Payment processing and associated value added activities are becoming hotly contested market places. In that setting, Banks can't just work better, they need to work smarter and develop business and IT ecosystems that would foster and facilitate agile models that provide the robustness clients have come to expect of good banks. In the era of multi-tier apps and best of breed technologies, achieving end to end visibility and keeping the costs low is a non-trivial challenge.

Join IBM for an insightful and informative discussion on industry frameworks that combine industry knowledge, best practices, software and tools you need to migrate to a more strategic and flexible technology architecture that is aligned with the needs of your payment processing business one project at a time. Like building blocks, these projects enable your teams to implement technology capabilities that can be reused throughout the enterprise.



**Highlights - Explore**

**E-IS03-1 Deliver a World Class Banking Experience at Every Touch Point** **0.5 day**

Target Audience : C Level Executives

The banking industry is going through a period of significant change. This is happening as the world is becoming more sophisticated and connected than ever before – economically, socially and technologically. Thriving in a highly competitive and globally-integrated market requires banks to be more agile and responsive to the needs of customers, shareholders and regulators in multiple geographies. It requires flexibility and the ability to respond quickly to change. Banks can't just work better, they need to work smarter.

Join IBM for an insightful and informative discussion on industry frameworks that combine industry knowledge, best practices, software and tools you need to migrate to a more strategic and flexible technology architecture that is aligned with the needs of your customer experience management one project at a time. Like building blocks, these projects enable your teams to implement technology capabilities that can be reused throughout the enterprise.

**E-IS04-1 Smarter Cities: Accelerate & Improve Responsiveness Across The City Eco-System** **0.5 day**

Target Audience : Business & IT Managers

Globally, challenges such as changing demographics, security concerns and lower tax revenues are placing greater demands on the government infrastructures that deliver vital services, such as healthcare, social services, education and public safety. In addition, citizens worldwide are demanding higher level of government accountability and transparency. Just as businesses have returned to a focus on customers, governments are now finding success in reorienting their structures, information technology and policies around the citizens they serve. With the anticipated substantial change ahead, there's no better time to start building a smarter government - the one focused on lasting transformation and the systems on which we all depend. And there's no better time to invest in creating the kind of society we all desire.

Join IBM for an insightful and informative discussion on industry frameworks that help local, state and national governments accelerate solutions delivering speed, flexibility and choice - all while reducing cost and risk.

**E-IS06-1 Maximize Sales & Service Interactions Across Channels** **0.5 day**

Target Audience : C Level Executives (Telecommunication Service Providers)

With the increase in penetration level of communication services and increased competition and the ability of the customers to switch providers with relatively minimal disruption, it is important for telcos to tap every interaction with a client into opportunities for driving customer delight with insightful service and using these opportunities to cross sell, in a consistent manner across channels. Traditionally, Telcos have treated sales and service as separate channels, with the changing expectations of customers, Telcos have to leverage each of the customer touch points and be able to deliver the services expected by their customers.



**Highlights - Explore**

Join IBM for an insightful and informative discussion on industry frameworks that combine industry knowledge, best practices, software and tools you need to migrate to a more strategic and flexible technology architecture that is aligned with the needs of your multi-channel Sales and Service one project at a time. Like building blocks, these projects enable your teams to implement technology capabilities that can be reused throughout the enterprise.

**E-IS07-1 Make the Right Offer at the Right Time at the Right Channel 0.5 day**

Target Audience : Business & IT Managers

We live in a world where instant gratification is key aspect in the consumer buying patterns, so it is imperative to be able to react to customer related events and being able to make the right marketing offer to the customer at the right time based on relevant context to his/her interests, location and the interactions. This calls for an optimal blend of knowledge of the customer and predictive models to which marketing offer is most likely to work for that particular customer.

Join IBM for an insightful and informative discussion on industry frameworks that combine industry knowledge, best practices, software and tools you need to migrate to a more strategic and flexible technology architecture that is aligned with the needs of your marketing business one project at a time. Like building blocks, these projects enable your teams to implement technology capabilities that can be reused throughout the enterprise.

**E-IS09-1 Sense and Respond to Customer Events: Leveraging Events to Sell To & Service Customers Better 0.5 day**

Target Audience : Business Managers

With heightened competition in the industry, it is increasingly important to be able to react to customer related events and being able to make the right marketing offer to the customer at the right time based on the context relevant to the customer based on his/her interests, location, interactions Or provide the exact service/information the customer is looking for. This calls for an optimal blend of knowledge of the customer and predictive models to what is most likely to be of interest for that particular customer.

Join IBM for an insightful and informative discussion on industry frameworks that combine industry knowledge, best practices, software and tools you need to migrate to a more strategic and flexible technology architecture that is aligned with the needs of your marketing operations one project at a time. Like building blocks, these projects enable your teams to implement technology capabilities that can be reused throughout the enterprise.



**Highlights - Explore**

**E-RA01-1 Successful IT Delivery Strategies to Stay Ahead of the Competition 1 day**

Target Audience: 1. Business Heads, CIO, Solution Delivery Heads, Delivery Directors, Product Directors, Product Heads, Senior IT Managers, Business Solution Heads

With today's economic challenges, every organization is forced to contain cost and manage risk from the business while improving profitability and enhancing customer satisfaction. Organizations are in constant search of new ways to cut down operational IT cost and use innovative strategies to introduce products and service faster to market. The organizations wanting to stay ahead of competition are concerned with....

- How quickly they can get a quality products and Services to market?
- What is the difference between being first Vs second in market?
- Those who are first to market with quality and speed are “winners taking all”.

Business operations today are highly complex and inflexible. Single Business Service is implemented through various Business and IT systems. These interconnected IT systems and applications needs to be planned, developed and delivered simultaneously. Traditional IT delivery strategies are posing challenges to cope up with increasing Business demands. Organizations are in constant search of innovative ideas to improve “Time to Market”.

IBM Rational's Integrated Product Delivery Framework mitigates planning and implementation risks using Program and Release Management framework, giving flexibility to organizations to deploy multiple solutions at the pace, providing the value to business stakeholders. The framework makes implementation faster and lowers risk. It is helping many organizations innovate, by quickly delivering products and services thereby enabling business model innovation and helping them expand into new markets.

**E-RA02-1 Achieve Predictability & Accuracy in the Application Delivery Lifecycle 1 day**

Target Audience: CIO, Senior IT Managers, Development Heads, Delivery Heads, Business Analysts, Infrastructure Management Team

The software delivery tools marketplace today grew organically from point tools aimed at solving specific narrow needs in the software delivery Lifecycle. The days of 18 to 24 month software development projects are over, and the timeframe is beginning to look more like 3 months. Teams and organizations who are concerned with all aspects of software delivery had to rely on multiple point-to-point integrations between tools. This has created barriers for teams to collaborate and have made cross-lifecycle processes and cross-tool integrations expensive and complex to manage.

IBM Rational Collaborative ALM solutions coordinate development lifecycle activities such as requirements definition, development, build, testing, and project management through improved traceability, automation, and reporting. These integrations are built upon the Jazz Foundation to increase the productivity of software delivery teams.

With IBM Rational Collaborative Lifecycle Management solutions, organizations can:

- Depend on ALM solution helping an organization make connections across all the stages of the application's lifecycle
- Make use of range of management tools which all work together and can be accessed from “Single Interface”.
- Leverage a common project management tool integrated with software development lifecycle tools,
- Improve project predictability by accessing unified reporting at the project and team level.



Highlights - Explore

**E-RA05-1 Enable Informed Decisions to Manage Business-Driven Change**

1 day

Target Audience: IT Managers, Enterprise Architects, Business Analysts, Project Managers

Business Planning and Alignment helps in strategic planning to improve business efficiency by identifying problems and seeking opportunities for change; to maximize and improve operational efficiency savings from change initiatives while minimizing risks as well as facilitates the management of business / IT portfolio. This is accomplished by utilizing the integrated IBM® EA & PPM solutions featuring Rational® System Architect & Rational® Focal Point, which connects the business and technology needs of an organization into a cohesive and dynamic blueprint, providing key capabilities for managing business-driven change. Furthermore, organizations can gain a greater perspective on value and priority, while the integrated solution provides a predictable estimate of financial costs and benefits as well as adoption risks and marketplace forces that could delay or derail results.

IBM Business Planning & Alignment can help organizations:

- Make faster, better-informed strategic and tactical decisions
- Prioritize investment portfolio to support business goals
- Improve risk management of organizational transformation
- Turn strategy into execution and measure the results

This hands-on workshop positions and guides attendees through capabilities that model multiple domains of an enterprise and make this information available to a wide variety of stakeholders for impact analysis, portfolio prioritization to guiding informed and successful decisions. This session walks through a usage scenario to model business, information, application, services, and technology domains; outlines their relationships to each other; and shows how this information is made available to both business and technical users to understand important relationships to conduct impact analysis and make informed decisions. Then link this information to related supporting projects and walk through a prioritization scenario.

**E-RA06-1 Automate & Reduce the Complexity in Software Delivery Processes**

1 day

Target Audience: Project Managers, SCM Team, Build & Release Engineers. No prerequisite knowledge is required.

The challenge of managing the lifecycle of an application to get a product from initial coding all the way into production involves a complex network of people, processes, and technologies that need to be integrated. To cope with ever-increasing demands for high-quality products at more frequent intervals, development teams need a solid foundation of repeatability, reliability, and tracking. Communication and integration throughout the development lifecycle is essential, but mandating consistency across teams can create political turf wars and these initiatives often fail.

IBM Rational Deployment Planning & Automation Solution is a powerful change management & Application Provisioning solution that empowers teams the ability to Plan Automate and Govern large variety of applications in their organization. This workshop is designed to demonstrate how to automate software delivery processes through an adaptive management framework.



**Highlights - Explore**

**E-TV01-1 Cloud Computing: Rethink IT, Reinvent Business**

**1 day**

Target Audience : Enterprise Architects, IT Specialists and IT Manager

With its promise of elastic and easily accessible computing resources, cloud computing has understandably captured the attention of the information technology industry. Business executives see cloud as a way to take control of ever-escalating data center costs. Systems administrators see it as a way to automate and better manage available data center resources and requests. End users see cloud as a way to easily obtain the computing resources they need, and pay for the resources only while they're in use.

IBM's cloud reference architecture addresses the three major roles in any cloud computing environment: cloud service provider, cloud service creator and cloud service consumer. With this strict separation of concerns, IBM's proven cloud reference architecture enables specific perspectives to be assumed in order to understand the requirements, expectations and value propositions placed upon the system, and the supporting capabilities necessary to fulfill these requirements.

Come learn about how the underlying powerful automation and services management tool with rich business management functions for fully integrated, top-to-bottom management of cloud infrastructure and cloud services forms the basis of the full spectrum of cloud service models.

**E-TV02-1 Address The Challenges of Access Management**

**1 day**

Target Audience: Enterprise/Security Architects, Systems Administrators, Security Personnel

The complexity and number of logons employees must manage on a daily basis are increasing, resulting in frustration and lost productivity. In most organizations, employees must remember between 5 and 20 passwords and are required to change them every 30 days. The time wasted entering, changing, writing down, forgetting and resetting passwords represents a significant loss in productivity and a significant cost to IT help-desk operations.

- Reduce password-related helpdesk costs by lowering the number of password reset calls.
- Relieve password headaches with a proven single sign-on solution across all types of applications.
- Reduce password-related helpdesk costs by lowering the number of password reset calls.
- Strengthen security and meet regulations through stronger passwords and an open authentication device interface.
- Improve productivity and simplify the end-user experience by automating sign-on and using a single password to access all applications.

Discover the value of IBM Tivoli Access Manager Enterprise Single Sign On Solution Proof of Technology (PoT) workshop that provides a hands-on experience for those interested in examining common single sign on challenges facing organizations today. Participants will learn how IBM Tivoli's "Best of Breed" Identity and Access Management solutions are best suited to solve Access management challenges, combining single sign-on, strong authentication, session management, automated navigation to any screen in the navigation, and audit tracking with no change to the existing infrastructure.





**Highlights - Explore**

**E-TV03-1 Maximize the Availability of Data while Minimizing the Cost of Storage 1 day**

Target Audience : IT Infrastructure Managers, Storage Administrators

In today's business world, where application servers are operational 24 hours a day, the data on these servers must be fully protected and quickly recoverable. Customers can neither afford to lose any data nor stop these critical systems for hours to run traditional file-level backups. As the amount of data that needs protecting continues to grow exponentially and the need increases to keep the downtime associated with backup to an absolute minimum, IT processes can be at their breaking point.

Tivoli Storage FlashCopy Manager can help deliver the highest levels of protection for mission-critical IBM DB2, SAP, Oracle, Microsoft Exchange, and Microsoft SQL Server applications via integrated application-aware snapshot backup and restore capabilities. This is achieved through the exploitation of advanced IBM storage hardware snapshot technology to create a high performance, low impact application data protection solution.

Join us and experience how Tivoli Storage FlashCopy Manager's comprehensive and flexible backup and restoration techniques can help improve service levels by reducing recovery time, simplify deployment and provide advanced protection and restoration to your databases.

**E-TV06-1 Endpoint Management: Automate It Before It Automates You 1 day**

Target Audience : Enterprise Architects, IT Specialists, IT Managers

How do you manage the thousands of multiple-platform endpoints in your environment? Do you even know how many assets you have? Can you ensure that your servers and workstations have the latest software patches and are secure? How do you distribute new software packages to your endpoints? What if you could manage all of these things from a single console?

IBM Tivoli® Endpoint Manager, built on BigFix technology, provides a single console and lightweight agent solution for managing your endpoints. It combines endpoint and security management into a single solution. Using Tivoli Endpoint Manager you can manage physical and virtual endpoints. Assets that you can manage include servers, desktops, notebooks, and specialized devices such as kiosks and Automated Teller Machines (ATMs). These assets can be located in virtually any location from a server in the data center to a notebook at a coffee shop. With this unified endpoint management solution, you have a centralized view of your environment and increased control. As threats arise, Tivoli Endpoint Manager provides quick remediation and protection. You can report the health and status of thousands of endpoints in real time. You can automate time-intensive tasks to reduce the risk and support compliance.

At the end of this session, attendees will have an overview of the Tivoli Endpoint Manager solutions, including Tivoli Endpoint Manager for Lifecycle Management, Tivoli Endpoint Manager for Security and Compliance, Tivoli Endpoint Manager for Patch Management, and Tivoli Endpoint Manager for Power Management, and the basic architecture for a deployment.



**Highlights - Explore**

**E-WS03-1 Transform Your Application Infrastructure & Private Cloud with Improved Agility, Control & Optimization**

1 day

Target Audience : Application Development Managers, Architects, Developers

Today's dynamic business environments and economic uncertainty mean organizations must work smarter to remain competitive and respond to changing customer demands. Organizations need to ensure that their critical applications meet the requirements of rapid increases in demand, deliver immediate and consistent responses, and scale as necessary.

In this session you will be introduced to IBM Workload Deployer for rapid provision of JEE infrastructure to private cloud in a repeatable manner to host web application in minutes or hours.

With the infrastructure provisioned, you will learn to manage a dynamic infrastructure with Intelligent Management Pack to ensure Service Level Agreement (SLA) are met, takes pre-emptive action (automatic/manual) in the event of CPU overload, Memory leak, excessive memory usage, to name a few, on server health monitoring. In addition, you will also learn how Intelligent Management Pack gives you the ability to roll out new application with minimum down time.

Finally, you will also learn about XC10, IBM caching appliance where you can use to ensure consistent application response where it also provides as a 'shock absorber' to your database

**E-ZS01-1 Make the Most of CICS in Your Enterprise**

1 day

Target Audience : Architects, Systems Programmers, Developers, System Administrators.

CICS has been at the forefront of enterprise transaction processing and evolves with new technologies as appropriate when they arrive. The world's favorite transaction server continues to get better with a new balanced release offering improvement for traditional workloads as well as providing support for new strategic technologies to allow modernization in the enterprise using CICS as the foundation platform.

This event is designed for you to experience the following CICS capabilities:

- CICS connectivity options (web services, ATOM, JEE, etc.)
- CICS programming options (Java, C/C++, PHP, COBOL, etc.)
- Tools for CICS (CICS Explorer, CPSM, CTG, IA, PA, PD tools, RDz)



**Highlights - Explore**

**E-ZS02-1 Use Real-Time CICS Events & Data for Better Business Decisions**

**1 day**

Target Audience : Application Developers, DBAs, Test Architects, System Programmers, Security Administrators

Organizations today need to maximize business agility and work smarter to enhance every process decision. This event was designed with the aforementioned goals in mind and for you to learn how to use data from existing CICS and other core systems. This is for you if you answer YES to any of the questions below.

- Would you like to analyze and correlate customer behavior across systems and channels? Are there opportunities you could exploit, by detecting and responding more quickly to insights from customer behavior?
- Would you like to increase personalization of pricing, promotions and product offers using your existing business and technology systems?
- Would this help you increase customer loyalty?
- Would you like to accelerate the automation of key decisions within your business processes? Are there repeatable, high-volume decisions that require a lot of manual intervention? Or factors which limit decision automation and flexibility?
- Would you like to implement event-driven applications that sense and respond in real time to actionable business events OR detect technology and then initiate actions, using on knowledge-based rules?

**E-ZS03-1 Data Governance on System Z: Your Key to Business Optimization**

**0.5 day**

Target Audience : Application Development Managers, Architects, Developers

The damage done to organizations by data breaches goes far beyond tangible costs, often destroying consumer confidence in their brands. This risk is compounded by businesses being forced to hold more data for longer, driving up storage and management costs, impacting service levels and increasing the threat of a breach.

But if you have no visibility into who, what, when, where and how data is being accessed or used, how can you identify threats before they happen? Protecting all your data — archived and in production — offers more than business peace of mind. It's the only way to satisfy audit and regulatory compliance requirements.

Join us to learn about the comprehensive set of information protection capabilities on IBM System z®. These powerful features help organizations discover which data needs to be protected, secure access to it, provide encryption and obfuscation of the data as needed and ensure that privacy controls are in place throughout the information life cycle.



Highlights - Explore

**E-ZS04-1 Upgrade to DB2 10 for z/OS: Why? When? How?** 0.5 day

Target Audience : Application Developers, DBAs, DB2 System Administrators

On 19 October 2010, IBM announced DB2® 10. This latest release of DB2 delivers the most aggressive package of CPU savings and performance improvements from IBM in more than 20 years. For the first time since 2001, IBM has offered skip releases.

With the announcement of DB2 V8 end-of-service, many users are considering migration and need help in planning the right migration strategy for their business. How do you approach a migration strategy? When is the best time to start? Is skipping a release a good strategy? What are the costs versus benefits for any scenario?

Join us for this session where we will address your most critical business issues in such a migration, so you can develop the right strategy and plan for your business. We will describe the options available and some of the potential risks versus benefits.

Whether you are ready to migrate now or are years away, planning should start now so that you can use your time more effectively and minimize the ultimate cost of upgrading.

**E-ZS05-1 Integrate System Z Data Seamlessly with the “Rest of the World”** 1 day

Target Audience : DBAs, Application Developers, Data Warehouse Architects, System Programmers

The availability of enhanced IBM federation, replication, and data event publishing products as part of the full Information Integration Solutions portfolio, delivers information you can trust. This session walks through the emerging technologies, standards, and current trends in information integration paradigm viz FEDERATION, REPLICATION and EVENT PUBLISHING (Changed Data Capture).

- Federation provides virtualized access to enterprise information as if from a single source, while maintaining source integrity
- Replication solution distributes, consolidates, and synchronizes data for high availability, high throughput, and business continuity
- Event Publishing facilitates business integration by publishing changed-data events that can drive updated data into critical applications like master data management and data warehousing.

Anyone who is interested in gaining a greater understanding of the capabilities of the IBM Data Integration Solution should consider attending this session.



**Highlights - Explore**

**E-ZS06-1 Achieve Near Real-Time Business Intelligence for the Enterprise**

**1 day**

Target Audience : Solution Architects, Data Warehouse Architects, DBAs , IT Managers

Taking maximum advantage of business information requires a strong, flexible Data Warehouse and Business Intelligence (BI) solution built on a powerful, highly scalable platform.

The expanding scope and mission of BI, along with the increased corporate emphasis on cost savings, data security and green initiatives, is driving organizations to look at IBM System z as a strategic platform for Data Warehousing and BI. This powerful, highly scalable platform is ideal for hosting the transactional systems that house the raw data as well as the Data Warehousing and BI solutions.

This session will walk users through an end to end scenario for implementing a Data Warehousing and BI framework using concepts such as Federation, Data Synchronization, Extract Transform/Load (ETL/ELT), Operational BI. We will also cover the recently announced Analytics Accelerator.

**E-ZS07-1 A Day in the Life of The Smarter Developer**

**1 day**

Target Audience : Application Development Team, Architects, IT Specialists

This session covers how Rational Enterprise Modernization tools help the typical System z developer throughout the overall application life cycle from requirements to delivery, improving project management, productivity, testing and deployment.

The session will start from the requirements and analysis phase through the final deployment using a z/OS system running in on a PC laptop using Rational Developer for System z Unit Test. Rational Team Concert (RTC), built on the Jazz platform, is used to demonstrate project management, workflow, governance, source code management and collaborative development.

We will demonstrate how application understanding and impact analysis can be performed with Rational Asset Analyzer (RAA) and Rational Developer for System z (RDz) will be used for coding, application transformation, debugging and application deployment.



Highlights - Experience

**E-BA01-1 Budgeting and Forecasting for Better Business Outcome**

1 day

Target Audience: Finance Managers, Planning Managers, Budget Owners, Finance Professionals, Business Solution Heads, Senior IT Managers

Spreadsheets are useful tools in many aspects of business, but they cannot support today's complicated enterprise planning needs because they:

Are prone to data errors Cannot handle the complex processes of business modeling and aligning operational tactics and financial targets Lack features such as workflow, metadata management and version control for inter-departmental collaboration Often cannot provide the immediate, real-time information necessary for rapid corporate decision making

Companies spend countless hours each year developing the business plans, forecasts, reports and analyses that they depend on to drive strategic decision making and manage performance. It is critical that this information be accurate and timely, but it must also be easy to modify, given today's tumultuous economy.

IBM Cognos TM1 software provides a complete planning, budgeting and analytics environment to help you deliver timely, reliable forecasts and plans. With IBM Cognos TM1, you can rapidly analyze and model planning requirements for your entire organization and use them to anticipate the correct course of action for better business outcomes. This session would show through presentations and hands-on exercise how you can:

- Reduces planning cycles by 75% and reporting from days to minutes
- Is owned and managed by Finance and lines of business
- Provides exceptionally fast performance for large, sophisticated models and large data sets
- Features personalized planning and analytics—within a managed planning process—to explore performance gaps and validate corporate drivers.

**E-BA02-1 Business Intelligence: Informed Decisions at Every Level of the Enterprise**

1 day

Target Audience: IT Managers, Delivery Directors, Business Intelligence Managers, Senior Members of Delivery Teams, Business Managers

Knowing your business, market, customers, and competition is critical for any organization.

Business intelligence connects people with information in an easy-to-use way so they can make better decisions. With BI software you can:

- Set targets, see results and understand what drives the numbers
- Identify trends that may be benefits or threats. Take action with a common context for decision-making across every department
- Identify and analyze opportunities, trends and trends.



### Highlights - Experience

Critical business decisions are made at all levels and yet very often business managers and others below the top executive ranks complain that they often lack access to all the information they need, when they need it, and how they need it. The answer lies in expanded and improved BI solutions that can deliver effective business intelligence not just to the board room, but to the front lines as well. By integrating information, technology, and people, decision-makers at all levels can become performance managers—dedicated to using the metrics, plans, and reports for their functional areas to make firm, fact-based decisions.

This session would show you with hands-on how the IBM Cognos BI solution can help you to:

- Delivers trusted information for a single version of the truth
- Lets you work with information the way you want—reports, dashboards, scorecards
- Puts tools in your hands to author and share information as you require.

#### E-IM01-1 DB2 Administration for Oracle Professionals: Why Oracle DBAs Should Care About DB2? 3 days

Target Audience: Oracle Developer, Oracle DBA, Data Management Architect, IT Manager

Many organizations are looking for ways to break free from high database operation and maintenance costs which can be largely categorized into 3 main areas:

- All storage savings on production databases are doubled when you consider that backups and disaster recovery mirrors can also be compressed. Many have seen compression as a way to improve I/O performance and efficient in memory utilization
- Server costs are directly linked to database performance. When database software outperform the competition, it means that you can typically enjoy performance, thus deferring or eliminating new server purchase altogether
- Database software that can help deliver significant saving on administration cost by monitoring and optimizing itself for greater performance without human intervention

If you are over paying your database vendor or are restricted by their pricing and maintenance policies, it's time to break free.

If you're an Oracle database administrator or database developer, you know that expanded skills mean expanded professional opportunities.

Come and experience in this proof-of-technology session through presentation and hands-on lab. In this session, participants will learn :

- Comparison of features and functions with Oracle will be highlighted
- How easy to manage IBM DB2. How to easily migrate oracle database to IBM DB2
- Be certified on IBM DB2 for Linux, Unix and windows
- In overall, learn and experience how IBM DB2 can help you lower cost of data, improve ROI and services level.



**Highlights - Experience**

**E-IM02-1 Trust Your Organization's Data: Leverage Metadata Management**

**2 days**

Target Audience : IT Auditor, IT Manager, ETL Developer, Data/Business Analyst, Data Quality Analyst, Data Warehouse Architect, Enterprise Architect & Business Users responsible for managing business term and glossary

Many organizations have gone through years of under performing data warehousing (DW) and business intelligence (BI) initiatives. These projects' want of success often shares the same root cause : Lack of business user confidence in the data captured, managed and consumed by these applications. In the hope of improving user confidence, organizations have invested in technology such as data quality and data profiling however with little success. Organizations must now look at data governance practices.

Data Governance ensures that data can be trusted and people can be made accountable for any adverse event that happens due to low or poor data quality. It changes an organization's way of thinking and setting new processes to handle information and can be utilized confidently by an entire organization. To be effective, data governance supported by an appropriate metadata management technology is a critical element. Metadata Management is not just for BI or Data Warehouse. It is about a whole spectrum of managing data, information and knowledge of an organization.

Come and experience in this proof-of-technology session through presentation and hands on labs. In this session, the participants will learn the IBM InfoSphere Information Server software on how it can help organizations to support the data governance initiative. The software comes with an integrated data integration tools and a unified metadata management that supports data stewardship (allowing defining of user or group's roles and responsibilities) and data lineage.

**E-IM04-1 Manage the Data Explosion in the Enterprise**

**2 day**

Target Audience : IT Managers, Database Administrators, Developers

When it comes to data, more isn't always better. In fact, overgrown databases can impair the performance of your mission-critical ERP, CRM and custom applications – jeopardizing the superior service that you have worked so hard to provide. Not to mention high cost incurred in storage backup and server required for disaster recovery. You also may know a need for archiving, managing, retaining and disposing data according to business and compliance policies but face with great challenge.

In addition to data growth, securing application testing for quality and reliability has never been more important. Yet testing can be time consuming and expensive. How can you speed iterative testing, control costs and ensure test environments are secure?

IBM has the solutions to address the above challenges with IBM InfoSphere Optim products – Optim Data Growth and Optim Test Data Management.





### Highlights - Experience

Come and experience in this proof-of-technology session through presentation and hands-on labs. In this session, participants will learn

- How to discover hidden sensitive and error data
- How online data is archived across applications, databases, and platforms
- How archived data is made online and easily accessible i.e. retain historical/old data to meet business and compliance policies
- How to mask cloned production data to ensure data is protected for testing environments
- In overall, how to help organization to reduce hardware, storage and yet maintaining cost

#### E-IM05-1 Serious Analytics with a Simple Appliance

1 day

Target Audience: Data Analyst, Data Base Administrator, ETL Developer, Data Warehouse Specialist/Consultant, Data Warehouse Modeler, IT Architect

Your organization has spent millions of dollars implementing a data warehouse or data mart using the corporate standard database, such as Oracle or Teradata. After all, in-house expertise is available for these databases and volume purchase discounts and site license agreements with the vendors are in place. But despite the considerable expertise, service breaches are occurring frequently, users are dissatisfied with the response they are getting, a backlog of enhancements is mounting and any big ideas your organization has about extending Business Intelligence (BI) has dissipated.

Faced with these problems, you have employed large teams of database administrators to tune the database to make it respond better to complex queries and you have upgraded your system as far as your budget will allow. But all of this is in vain: every step you take just seems to bring you right back to the beginning.

With simple deployment, out-of-the-box optimization, no tuning and minimal on-going maintenance, the Netezza data warehouse appliance has the industry's fastest time-to-value and lowest total-cost-of-ownership

Come and experience with IBM Netezza Appliance. Learning exactly how Netezza does this is the purpose of this proof-of-technology session. Through practical hands on exercises participants will understand: how Netezza achieves performance without indexes; how it integrates with ETL, BI and other tools; how workload management is performed and how database administration tasks are performed. Ultimately, delegates will gauge Netezza's claimed simplicity capabilities and gain insight into how Netezza can be deployed at their organization.



Highlights - Experience

**E-LN02-1 Exceptional Web Experience**

1 day

Target Audience: IT

Do you need to create and customize your portal site to offer an exceptional Web experience to your users/ customers? Are you new to IBM Portal technology and would like to learn more about it and get hands-on experience from the end user and application developer or application integration perspectives? Do you have increasing requirements to dynamically tailor Portal applications and content to each end user based on either rules or specific end user behavior? Are you including collaboration capability into your portal offerings to take advantage of people working together, sharing information, and achieving business results?

This hands on lab will provide you with an in-depth understanding of the following:

- Security and single sign-on techniques
- Portlet and widget development tooling
- Web 2.0 enabling technologies
- Using WebSphere Portlet Factory to develop portlets and widgets
- Application integration techniques and best practices

**E-LN03-1 Unify Communication & Collaboration to Work Smarter**

1 day

Target Audience: IT

Do you need to go beyond text based instant messaging? Is adding point-to-point live video important to your business or clients? Is the ability to integrate full Lotus Sametime capability within desktop applications of value? Do you feel like you should be able to do more with Lotus Sametime than bots, chatting and online conferencing? Now you can with Lotus Sametime 8.5, the new collaboration engine.

In this session, we will demonstrate

- The differences with prior releases
- Sametime 8.5 features and services, with a focus on server, client
- How to move your application beyond instant messaging and Web conferencing
- Installing and exploring the features of Lotus Sametime
- How to test and debug plug-ins
- Integration with desktop productivity applications



**Highlights - Experience**

**E-RA03-1 Build Responsive Testing: Transitioning from a Culture of “Make & Check” to “Sense & Respond”** **1 day**

Target Audience: Development Heads, IT Managers, Business Analyst, Test Managers, Test Team, Developers, Quality Team, SEPG Team

Today organizations rely on software to build competitive advantage and grow their business. With the delivery of high quality software more critical than ever, organizations are taking a hard look at how to better ensure that the software delivery process is aligned with the strategy and goals of the organization. Software developers, quality managers, line of business managers and other stakeholders need a consistent and reliable way to connect with each other so the right information is shared among the right people at the right time. Given the dynamic rate of business change, organizations are realizing that traditional software quality management methods fall short.

Organizations understand the need to anticipate and respond more quickly to their customers’ priorities and requirements. This responsiveness demands increasing levels of business agility and is predicated on effective management of the complex set of systems that support the products and services delivered to customers.

IBM Rational Requirements-driven Quality solutions helps organizations achieve predictability and responsiveness in desired business outcomes to:

- Cut risk and the cost of rework by unifying the entire project team with integrated processes
- Speed time to market by automating error-prone, repetitive tasks
- Make confident decisions by managing to business objectives - anywhere and in real-time with customized dashboards and reports

**E-TV04-1 Ensure Successful IT Service Delivery Processes** **2 days**

Target Audience : Enterprise Architects, IT Specialists, IT Managers

This session is designed to provide a general understanding of key components of ITIL’s Service Delivery processes. It will cover IBM technologies including the Service Desk, the Service Catalog, Service Requests, Incidents, and Problems in a two-day timeframe. Participants will work with the Service Desk and Service Catalog features through a combination of presentations, demonstrations, and guided hands-on practical sessions.

Come and discover the functions of the Service Desk and Service Catalog. You will be able to see how your IT personnel can create and manage tickets, incidents, and problems; and your end-users can create, manage, and request services using a Service Catalog.



Highlights - Experience

**E-TV05-1 Service Assurance: Keep Your Business Thriving**

2 days

Target Audience : Enterprise Architects, IT Specialists, IT Managers

In today's business environment, business innovation and flexibility are essential for success. IBM® Tivoli® Netcool® suite of products delivers business value, providing a comprehensive business automation solution to improve efficiency and increase return on investment (ROI).

Through a series of hands on labs you will discover how the solution is integrated and works together to deliver increased business value.

A consolidated visualization layer is provided through IBM Tivoli Integrated Portal, with the entire solution operating through a single integrated portal.

By the end of this session, attendees should be able to:

- Understand the Tivoli Netcool suite architecture
- Identify how Tivoli Network Manager, Tivoli Business Service Manager & OMNIBus can be used in day-to-day operations.
- Discover the integration strength of the Tivoli Netcool suite of products.
- Understand Tivoli Integrated Portal capabilities to consolidate Tivoli Network Manager, Tivoli Business Service Manager and Netcool/OMNIBus.
- Understand the capability to enrich a with additional business information.
- Identify how Tivoli Network Manager can isolate and escalate events as root cause, rapidly identifying where to focus resource to resolve network outages and reduce mean time to repair (MTTR).
- Discover Tivoli Business Service Manager's ability to model a service and perform SLA monitoring.
- See Tivoli Business Service Manager, Tivoli Network Manager and Netcool OMNIBus seamlessly integrated and operating together to provide a cohesive and effective network and service management solution.



## E-WS01-1 Streamline Business Processes with Intelligent Decision Automation for Better Business

### Outcomes

2 days

Target Audience : Business Process Designer, Business Analyst, Business Operations Team, Process Automation Team, Process Improvement / Change Management Team

Market conditions are changing rapidly and getting more unpredictable with market forces—such as mergers and acquisitions, expanding regulatory requirements, ever changing business policies and consumer’s behavioral shift—can inhibit revenue growth. To survive and thrive, organization needs to improve the ability to not only meet but exceed their customers’ expectations, not only react to, but able to sense and respond with right interaction at the right time, while keeping costs under control

Business Process Management with Operational Decision Management is the key to meeting these challenges. Your organization must streamline business processes to become capable of responding rapidly to changing market conditions with intelligent decision automation & process optimization involving people, applications, decision & information

The 2-day workshop will provide participant a quick solution overview of IBM Business Process Manager (BPM) and WebSphere Operational Decision Management (WODM). The participant will have the opportunity to experience the solution through the hands-on lab exploration. At the end of the workshop, the participant will gain better understanding of the BPM and WODM concepts and be able to create, modify, manage, automate, monitor and govern the processes and decisions in a highly iterative agile development approach.

## E-WS02-1 The Interconnected Enterprise - SOA & Cloud Application Integration with Software & Appliance Technologies

1-2 days

Target Audience : Application Development Managers, Architects, Developers

Many organizations struggle with developing and realizing an enterprise strategy for their application integration architecture. In this session, IBM will present various technologies, patterns and motivators for transforming your organization into an Inter Connected Enterprise. Whether you make this decision with a top down or bottoms up approach, industry analysts state the overwhelming majority of large companies will have more than one middleware and/or integration technology and will need to address the connectivity issues with a systematic approach.

WebSphere Connectivity & integration is able and ready to address your integration needs today. It offers fast, flexible, and reliable access to information whether it resides across divisions, across enterprises, or in the cloud. It enables organizations to bridge people, processes, and applications to speed innovation, increase collaboration, and get clients closer to their customers.

This Technology Exploration session focuses not only on SOA ESB technology, but also the emerging trend of cloud application integration. The capabilities and rationale for both software and appliance-based solutions will also be explained and explored in the context of different integration scenarios. Through the presentations, discussions and hands-on labs, you will gain a better understanding of the latest middleware technologies to help your organization become more interconnected, agile and effective.

**Contacts and Locations**

**The TEC event registration can be arranged through IBM Representative.**

Please note that Country TEC event schedule published in the TEC website are subjected to changes. As seats are limited, IBM will provide confirmation if the enrollment is successful and notification will be sent 3 days prior to the event.

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