

Impact 2010 Voices

Smart SOA



Rob High

*IBM Fellow, Chief Architect of IBM
SOA Foundation*



Impact2010

The Premier Conference for Business and IT Leaders

Discover. Interact. Optimize.



Impact Helps You Accelerate Value from SOA

Fellow Experts Help You Prioritize SOA for Greater Impact

- Your Peers (IBM expects 5,000 attendees, CTOs, Architects, SOA/BPM Professionals, etc.)
- Other Successful SOA Practitioners (your industry, others)
- IBM Distinguished Engineers, IBM Fellows
- Hundreds of IBM Technicians, Services Professionals
- IBM Business Partners
- Experienced SOA Enterprise Consultants

Impact 2010's High-Value Content and Networking is unmatched—TechZone, 1-on-1s, mentored labs!

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Impact 2010 Conference At A Glance

Programmed for Maximum IT and Business Impact

- [Smart SOA and BPM Technology Program](#) that offers lectures, workshops, hands-on labs, and networking opportunities, all designed to maximize the skills of IT executives and professionals
- [IBM Business Partner Summit](#) begins at 10:30 a.m. Sunday, May 2, with breakout sessions focusing on partner strategy and business opportunities. The day also features a general session and the partner cafe.
- [Interactive Symposium](#) designed to bring LOB and IT together to discuss and collaborate on key business issues within their industry
- [Industry Zone](#) in the Solution Center, plus targeted sessions by industry featuring best practices and specialized demos
- [Product Technology Center](#) offering open labs, tech zones and product demos integrating networking, hands-on training and other social learning-- all in a "one-stop" location
- [Forbes Business Leadership Forum](#) that includes tracks focusing on critical business topics such as: optimizing business processes, improving decision management, empowering the changing workforce, and globalization

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Impact 2010: Learn from Other IBM Customers

See How Others Drive SOA ROI, Business Value

- #1** Learn how customers gain the most benefit from SOA investment
- #2** Ready-to-follow use cases. Vertical-industry implementation patterns.
- #3** Achieving SOA success with less staff, more cost-effective approaches
- #4** Secrets to leveraging IT skills, prioritizing projects and tightly aligning business goals with IT efforts

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Impact 2010 Agenda, Focus, Sessions

Full Range of Content, Approaches for SOA Success

- **Best Practices** Apply SOA patterns and lessons learned from IBM engineers, consultants and customers
- **IBM Expertise** IBM Distinguished Engineers disclose IBM's own patterns and approaches to drive reusable assets and efficiencies from SOA
- **Practitioner Sessions** Use IBM automation, widgets, etc to build and support customizable business dashboards
- **Extract Reuseable Components** Tap legacy applications, rules & policies to accelerate SOA projects
- **Proven SOA Customer Successes** Learn how others are succeeding with SOA to bring business value

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Impact 2010 Presenters Tops in SOA / BPM

Speakers, Experts, Attendees are Tops in the SOA World

Experienced IBM Technologists – Engineering experts who actually design and build IBM's SOA portfolio

IBM Professional Practitioners - Work hand-in-hand with customers for SOA success

Other Customers – Proven SOA success stories (implementation, problems-solving, business value, etc.)

IBM Product Experts – Technology drill-downs at demos and labs.

IBM Services, Consultant, Vendor Partners – To personalize deployment strategies to maximize and accelerate SOA success

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Impact 2010 Attendee Portal & Agenda Builder

For Registered Attendees Only

- Search for Sessions to create your own personal agenda
- Filter Sessions by Date, Program, Track, Industry, Topic or Product

First Time Users:

- After registering for Impact 2010, upon receipt of confirmation email visit <http://imp2010.confnav.com>
- Provide Impact registration confirmation number and last name to create a user account

Expanded functionality @ Impact

- Attendee Portal will also be the primary interface for session Surveys
- Interactive Solution Center expo map
- Smart Phone optimized version TBA

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MAY 2-7 Las Vegas, NV



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Forbes Business Leadership Forum
Seating in all Impact sessions is done on a first come, first served basis. Enrolling in a session via this tool, does not guarantee your seat at the session. This includes all hands on lab sessions and lectures.

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Sessions By Date
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Monday, May 3

Monday, May 3			return to top ↑	
<input type="checkbox"/>	02:00 PM - 03:15 PM Advanced	BCE-2155A	A Healthy Customer Experience: Personalized Preventive Medicine Is Just What the Doctor Ordered Patrick Shearman, HCF Ed Mounib, IBM	Venetian, Marco Polo 806
<input type="checkbox"/>	02:00 PM - 03:15 PM Beginner	BEE-2889A	Developing a World-Class Selling Organization in an Economic Downturn Dave Roberts, UNC Kenan Flagler	Venetian, Marco Polo 802
<input type="checkbox"/>	02:00 PM - 03:15 PM	BBA-2861A	How Visa Europe's New Clearing and Settlement System Does It	Venetian

Session Selection Tips

- Click on the title of a session for more information about that session.
- Click on a white checkbox to add the corresponding session to your personal agenda. The checkbox will turn blue.
- Click on a blue checkbox to remove the corresponding session from your personal agenda.



Impact 2010 is Interactive for Big ROI

A Wide Range of 1:1 Opportunities

- **Product Technology Center** – Preview the latest IBM SOA products, features
- **TechZone** - In-depth discussions, whiteboard sessions, demos of IBM technology – focused on your questions
- **Go In-Depth with Experts:** IBM Technicians, Customers, Partners
- **In-Depth ‘Mentored Labs’** -- Obtain drill downs in to technology features, deployment practices, optimization, etc.
- **Roadmaps and Patterns** -- Maximize and accelerate SOA success with design, testing and deployment expertise

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Impact's 5 Key Building Blocks for SOA Success

Helping Architects , Business Managers Boost SOA Value

Experts Discuss Top SOA Approaches *(Solve for Today and Tomorrow)*

Reuse

Create once and use multiple times across applications

Connectivity

Open standards allowing any number of connections

Information

Integrate information invoked when and where needed across applications

People

Business-user directed mashups and open portal applications with reusable portlets

Process

Adjustable automated processes and human tasks

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Conference Highlights

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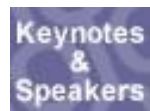
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See You in Las Vegas May 2 – 7, 2010



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