

flex·ponsive*

* description of a company that responds with lightning speed and agility to rapidly changing business needs, as explained in the **IT executive** sessions offered only at IBM Impact 2007



* IT executive track sessions

Rapidly responding to changing business climates has become critical for today's IT executives. Many are faced with the challenge of enabling flexibility into an IT infrastructure that supports a dynamic business environment. In order to overcome this challenge, IT executives are adopting a service oriented architecture (SOA). Shifting to an SOA while meeting current IT business needs and preparing for future needs can be challenging, yet achievable.

The IT Executive agenda for Impact 2007 will arm you with knowledge on the latest trends in SOA technology, design and best practices to help achieve these goals. These sessions have been designed to help IT Executives refine requirements for flexibility and agility, design improvements to meet those needs, and continually monitor and manage the IT infrastructure that supports your business. Using real-world examples, customers and industry analysts will demonstrate how organizations developed their road map to leverage technology and business-process innovation to gain competitive advantage.

These sessions will touch on various ways to identify an organization's business processes, the interactions among them, and the specific applications and functions to deploy them.

Sessions will include:

- Industry analysts who will introduce you to emerging technologies and trends in SOA and BPM
- IBM thought leaders who will discuss best practices for SOA design and implementation
- IBM customers who will show you how they developed a unified business and IT approach to roll out new technology while minimizing disruption to their business using SOA

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* IT executive track sessions

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The Alignment of Business and IT

As today's business and IT leaders are working more closely together, the skill sets required for success in these once-separate roles continue to merge. This convergence of roles is having profound implications on how the business world functions. For example, innovative workgroups are creating their own situational applications rather than relying on the support of corporate-wide packaged application. This session will explore how forces like business process management, Service Oriented Architecture, evolving business models, and governance are drawing business and IT together.

Selling SOA to your CEO

Behind every successful SOA there is a CEO sponsor that understands the importance and value of SOA and recognizes it as an organization-wide business strategy. It is possible to use your language with the CEO and get them to understand the value of industry frameworks. Learn how to gain executive endorsement and approval to build an SOA as this session will position the use of existing technology to align IT with business goals to realize greater efficiencies, cost savings and increase productivity.

Where is your IT environment compared to where you want it to be? Without standards or best practices as a guide, you've probably grown your business processes bit by bit, application by application, over time. To bridge that gap, you need an infrastructure that is ready to handle the challenges of a rapidly changing marketplace. The key is a service oriented architecture (SOA) which organizes business tasks as a set of reusable services or elements. This track will show you how IBM can help you deploy and manage your infrastructure in an SOA environment.

SOA and the Value Received When Business Drives IT Decisions

As a very important framework in the enterprise IT field, SOA provides business impact to large organizations, especially fast-growing companies with huge investments in traditional systems. China Mobile, one of the fastest-growing companies in the world, has met a huge challenge on its IT infrastructure to support business decisions via SOA. Two key systems, Business Support Systems (BSS) and Operational Support Systems (OSS), needed to support huge and rapidly growing daily transaction volumes. They also needed to support fast-changing functional requests telecom marketing. China Mobile will show how building up a flexible SOA infrastructure to combine these systems allowed them to meet fast-changing business processes and enabled their business-decision flexibility.

Business Impact: Accelerating SOA Adoption in YOUR Industry

When it comes to SOA, there are some widely held misconceptions about what it can do to, for and within a company. This session will demonstrate that SOA is a real business strategy with more and more companies of all sizes adopting an SOA strategy and gaining tangible business benefits

Acquisitions and Mergers driving SOA

Luxottica Retail's growth by acquisition strategy had pushed the limits of their ability to effectively and efficiently support the IT infrastructure inherited through each acquisition. IT was challenged with supporting the infrastructure while addressing the needs of a rapidly growing business. SOA was somewhere on the long-term horizon as a way to address the challenge but the immediate question was where to start. Partnering with Perficient, Luxottica set out to create a road map and assess vendors that would establish the beginning of the Luxottica SOA journey. This session includes lesson learned on how to get started with a road map and strategy for SOA.

Web Services your on ramp to an SOA

Companies that put less of their resources into IT interoperability and connectivity are able put more focus on the business value that IT can offer. Web Services are a set of technology standards that support Service Oriented Architecture and that enable broad interoperability between IT services, without dependence on typical constraints such as programming languages and application platforms. This session will look at the standardization provided by Web Services, and how Web Services are the logical on-ramp to SOA. We will discuss the established and evolving Web Services standards and specifications, and look at strategies for deciding which standards to adopt and at what pace to adopt them.

SOA—Yesterday, Today and Tomorrow

Service-oriented architecture (SOA) is today's most important architectural style for new business applications. However, SOA is also suffering from over-hype and a loose application of the term to virtually all things in IT. This session will re-ground SOA and its core value proposition and examine how it is evolving to be a part of a more comprehensive Business Process Platform. It will also examine how SOA relates to Web-centric technologies and application models.

SOA and the Value Received When Business Drives IT Decisions

China Mobile, one of the fastest growing companies in the world, has taken on the huge challenge of supporting all of the business decisions within their IT infrastructure via SOA. SOA can provide impact to any large organization and especially those with many legacy systems. China Mobile needed two of their key systems needed to support fast growing large daily transaction volumes. The key was that they needed to support the fast changing telecom marketing requests. China Mobile will show how building up a flexible SOA infrastructure to combine their systems allowed them to meet fast changing business processes and enabled their business decision.

Linking IT and Business for Better SOA Execution

The United States Department of Interior took on the initiative to create a new IT infrastructure for SOA. They worked with their CTO Council to develop the Target Solution Reference Architecture (TSRA) to guide future business services and IT infrastructure for the Department of the Interior (DOI). TSRA guides the department and its bureaus in attaining business needs with effective, reusable, and maintainable enterprise applications. In this presentation, the Department of Interior will discuss the usage of TSRA along with commercial and Federal Government best practices to lay the foundation for DOI's SOA infrastructure.

How SOA can address the challenges of the dynamic business environment in insurance

SARA ASSICURAZIONI is an Italian Insurance managing business operations both for Full Line mass and B2B market. At the end of 2005, SARA started a large business transformation project with IBM, called SARA Power, in order to integrate and enable flexibility of 2 mission critical applications: Property&Casualty and Life. In the presentation will be discussed the business benefits to build an SOA technological and organizative platform. In particular:

- Allows the company to face the new challenges coming from business, regulations and technology
- Creating new business opportunities.
- Support ability to innovate products, services and processes.
- Achieve an outstanding level of organization flexibility and process agility
- Truly use ICT as a strategical leverage to develop the business

Managing complex, real-world SOA transactions using Q Nami!

Whatever phase of SOA exploration or implementation an organization has reached today, it is critical to recognize the importance of managing service delivery throughout the architecture. This session targets individuals in any IT organization who struggle with the management of complex SOA transaction processes. A case study is discussed regarding an organization faced with ensuring delivery of transactions, reporting on service levels, and dealing with customer inquiries such as "Where exactly is my MQ message?"
Target Audience: Senior and executive level members of IT organizations across all industries

Open Source: Learn When to use it, when to lose it and how to support it

The availability of open source technologies provides many alternatives for application development and deployment. Using open source in the right place at the right time can accelerate your time to production and lower costs. But when is open source the appropriate choice? This presentation will cover different approaches for using open source and ways that you can safely integrate open source into your IT infrastructure with IBM-backed open source technology such as IBM WebSphere® Application Server Community Edition.

Notes from the field: SOA Implementation Best Practices

IBM doesn't just talk about SOA or sell the software to support it; we roll up our sleeves and work shoulder to shoulder with you and your staff to make your vision a reality. After thousands of implementations, certain patterns tend to emerge. This session will help you take advantage of the wealth of experience IBM has had and the hands-on assistance IBM has provided its customers with their SOA implementations. What is the best way to get started? Where do you go from there? What are some common pitfalls to avoid? How do you build the right team for success? Want to learn from the experience of others? This session will help teach you how.

Providing Reusable assets with Multi-Property Partnership Program Portal

Austin Energy wanted to extend their services to the outside world with a role-based portal site linked to their existing customer information management system. The portal framework and this first deployment would also provide a model for advanced security (integrating IBM Tivoli® identity and access management) and business-process integration as well as establish a foundation upon which to build future applications and reuse services to increase the productivity and efficiency, while better serving their customers.

IBM Service Management: Manage Integration and Integrate Management

You've already heard about how SOA adds the flexibility to IT which businesses crave, allowing for more and faster changes to respond to market and business demands. Learn about IBM's strategy and tools for discovering, managing and securing these dynamic and flexible IT environments in order to ensure that SOA is delivering the benefits back to the business as well as integrating with your existing IT systems and security infrastructure.

Security and Compliance Management for SOA

Security has been ranked as the most important element in a successful SOA deployment according to the September 2006 AMR Research "SOA Adoption Study." Learn the capabilities you need to secure applications, services and information in a dynamic SOA environment from unauthenticated and unauthorized access. Understand how enforcing, auditing and reporting on security policies and compliance with regulatory mandates change with SOA. Find the solution for end-to-end security for SOA to reduce costs and protect company assets.

SOA's Impact to your IT Infrastructure

If recent IT history has taught us anything, it's taught us not to forget about the infrastructure. To ensure that the new SOA-based applications can meet their performance, availability, scalability, security and management requirements, the IT infrastructure needs to be assessed and transformed. Come hear about IBM's blueprint for a new kind of IT infrastructure—one that can give your business the flexibility and power it needs to succeed.

Integrating SOA and Web applications into a scalable IT infrastructure

Platform-independent Web applications have come a long way in a few short years, which means lots of time and resources need to be focused on designing, implementing and deploying new Web-based applications, and upgrading old ones. But as you evolve your web applications, you also need a solid infrastructure on which to build—and one that may require migrating platforms in support of new Web applications. Come hear about the considerations for design and implement of a modern Web infrastructure that optimizes performance and helps achieve the business flexibility that today's marketplace and technologies demand.

Make SOA Matter—A pragmatic approach towards profit with SOA

In the present-day world, SOA is presented as a solution to all ills that bother mankind. Clearly SOA is over-hyped, being both oversold and overbought. The risk that management will push it aside as yet another illusion is growing, demanding a new style of pragmatism. In organizations that adopt SOA by setting a clear path toward realistic objectives, the promises of SOA can really be delivered. In this presentation pragmatism is brought back to SOA, primarily by presenting an SOA maturity model that has successfully been tested and developed in several client cases. One specific case will be presented by a client that has increased their SOA implementation matter!

Yes, you can build new SOA processes on System z

Do you want to reuse decades of investment in business assets and business rules? Are you concerned that your IT infrastructure and application developers are not prepared to tackle SOA? This session discusses business topics related to building and deploying composite SOA applications based on strategic IBM CICS®, WebSphere and IMS assets and the professional skills already deployed in your business.

Why the mainframe REALLY has the lowest total cost of ownership (TCO)

We conclude by debunking the TCO myth. The cost of operating distributed servers is higher than generally understood because most people do not calculate all the costs that go beyond cost of hardware (e.g. labor, security, routers, networking, electricity, floor space and service level availability). At the same time, mainframe costs are usually overstated because people look at the charge-back calculations that include a profit number. IBM System z™ can support server consolidation and virtualization on an unprecedented scale, allowing your business to significantly reduce the cost of providing necessary IT infrastructure while improving flexibility and speed to deliver necessary changes for the future. Sue Eustis, from Wintergreen, will show how labor cost is THE dominant factor and that mainframes have the lowest labor and environmental characteristics. Also, System z continues to enjoy decreases in the price of software and hardware. You will be surprised when you hear the true story.

Taking a business-centric approach to SOA ensures that IT investments remain focused on business priorities that will mean the most for the bottom line. This track provides the foundation needed to be responsive to both internal and market changes by implementing SOA business services. By using this approach, you will be able to improve productivity, cut costs, reduce cycle times, and expand access to new markets and new opportunities.

SOA Entry Points and Web 2.0

The SOA entry points deliver the foundation for building high-impact collaborative solutions based on Web 2.0 technology. Find out how a solid SOA platform built on entry-point concepts can provide the launchpad for a collaborative experience that will thrill your users and introduce a level of collaboration, innovation and inspiration never imagined possible between employees, partners and customers.

Using SOA to Create Agile Processes for business Innovation

Automating key processes in your business can help streamline operations, improve efficiency, and provide consistency as well as ensure compliance with legislation and industrial regulations. If you want to be innovative and lead in your market, you need to be able to make changes quickly. In this session we will show you the value of process automation, how to leverage our solutions to automate key processes, and why using reusable services will ensure you have agile processes, allowing you to be the innovative leader.

Unleash the potential of your Information with SOA

A single view of the customer, analytical business intelligence for real-time process optimization, information to satisfy compliance requirements... IT executives are under huge pressure to provide the information needed by a flexible, agile and responsive business. This session will describe high impact SOA Information Services that will enable people to turn actionable information into knowledge and inspiration, and unlock the latent potential of dynamic processes as IT seeks ways to meet the business challenge.

Mash at the Glass—Making Reusable Business Services Real for People

Reengineering applications into business services is a critical step in SOA implementations. How those services are deployed and integrate with other parts of the business process (that are not so easily automated) can be a challenge in optimizing the SOA value experience. The session discusses how reusable composite business services can be deployed through a portal that promotes self-service for real-time insight into the business - and combines extensive messaging and collaborative applications to effectively complete the reengineering of that business application. You will see how portal solutions can help you take advantage of the SOA IT initiatives and investments that your company is making on a strategic basis, but also allow you to start today to achieve the business and solution composition agility that portal in combination with our collaboration services can help them achieve.

Respond to Business Faster—when System z is the Hub of your SOA

The mainframe is a critical platform for many enterprise customers. As they evolve to SOA, whether from a people-, process- or information-centric approach, they want to know how their mainframe assets will be factored in. In this session, we will discuss System z as a hub for SOA and show you how to get started quickly with the platform you trust for your mission critical business.

* business process management enabled by SOA

Business process management (BPM) is a discipline combining software capabilities and business expertise to accelerate process improvement. BPM enabled by SOA provides a flexible architectural style in support of efficient process change and rapid process deployment. This track demonstrates that BPM with SOA provides the tools needed to understand, improve and successfully manage your business processes.

Business Process Management Enabled by SOA

Business process management has arrived... and it is starting to be described by some as the next killer app. BPM enabled by SOA provides all of the iterative and continuous improvement capabilities required to manage a competitive and innovative business. And it adds a flexible architectural style in support of efficient process change and rapid process deployment. During this session, hear the latest announcements from IBM in the BPM space, hear firsthand from a leading government agency using BPM to improve operations, and discover how the powerful combination of BPM to streamline business processes built on an SOA can double your likelihood of becoming an industry leader.

The BPM Technology Maze: Understand What You Need, and How to Choose Wisely

Process modeling, implementation design, business rules, content and collaboration, SOA, BAM... so many technologies, it's hard to know where to get started in BPM, or even how to select the tools you need. This session examines the entire process life cycle, the business benefits of each component technology, and how they fit together. Different types of processes and different business-IT interaction patterns govern the particular set you need, and you'll learn how to find just the right set for your own BPM projects.

Using Metrics to determine your Return On Investment in BPM

Because of its widespread appeal to both business and IT, BPM with SOA is quickly becoming a must-have for solving business problems and improving the agility of the enterprise. While the promise of BPM with SOA is great, it is being introduced at a time when IT and business managers are facing more stringent questioning about their technology investments—Why invest in BPM today? What are the associated costs and potential benefits for BPM? In this session, we will discuss relevant metrics necessary to include in business cases to fully understand the investment and potential benefits of BPM with SOA initiative.

How IBM uses Business Process Management to drive Transformation

IBM is driving business transformation using business process management. In this session, a representative from IBM's Business Transformation/Chief Information Officer (BT/CIO) office will talk about how they are driving business-process transformation across the IBM enterprise by utilizing best-in-class methods and tools that are enabled through the SOA life cycle. The IBM BT/CIO office has enabled an enterprise process framework that supports strategic transformation initiatives, portfolio management and key performance indicators (KPIs) for business processes. This innovative approach to business process management and SOA enablement drives significant operational efficiencies while also reducing cycle times, driving down costs and improving productivity through the reuse of assets, components and services.

The Business Process Management—SOA Elixir

Business Process Management and Service Oriented Architecture each have significant contributions to business agility, cost reduction and speed to market, but combined they create a multiplier effect not seen until recently. BPM will be one the largest consumer of services and is taking on aspects of service creation through the linkage to standard SODA environments. We are just scratching the surface of the BPM/SOA relationship.

Key Issues

- The business case for BPM & SOA
- Why is there SOA in my BPM and BPM in My SOA?
- Don't Come to the SOA/BPM picnic without the SODA
- The future of this tie that binds

* business process management enabled by SOA

Using Business Process Management to move your business to a Process Platform on SOA

Business leaders are adopting BPM technology to model, monitor, choreograph and create agile business processes and services that reflect the dynamic nature of their businesses. But what happens to the business assets that are created? How can they enable ongoing business-process creation across the enterprise and ultimately drive business optimization on a much- larger scale? In this session you'll learn how a business process platform (BPP) can enable rapid but controlled business- process creation, deployment and monitoring using service-enabled applications. Through a combination of composition technologies, a business asset and service repository, and traditional applications customers are armed with the ability to "blur" the lines between buy and build.

BPM enabled by SOA—The organizational alignment and buy-in challenge

The underlying drivers for the acceleration of BPM, enabled by enterprise business services, tends to be technology executives within the organization attempting to keep up with the SOA hype. However, BPM and SOA will not be able to deliver the promised value unless the company matures its business architecture and process competencies at the same pace as technology and the software providers. True alignment of business and technology through BPM and SOA will require a major transformation in the organizational structure, roles, governance, investment approach and strategic planning. This session will cover bridging the gap and creating alignment between business and technology.

SOA and Business Process Management at New York State Department of Taxation and Finance

New York State Department of Taxation and Finance will present the story of the agency's transformation of critical tax systems from circa-1952 batch COBOL to flexible, high-performing business processes using an SOA approach and new technologies such as WebSphere Process Server, WebSphere Business Monitor, IBM DB2® V9 pureXML, WebSphere Commerce and IBM Workplace Forms™.

Succeeding at BPM: Journey from Strategy to Positive Business Results

Engage in an interactive discussion to learn the principles and effective methods for delivering real business value through business process management. Through real-world experiences and examples from the speakers and the audience, we will share pragmatic approaches to resolving common issues and accelerating the adoption and execution of BPM.

BPM—Foundation for Sustainable Execution

This session focuses on how to start on the process-management path from an executive perspective. Material covered addresses corporate business strategy, performance measurement, organizational structure and the governance required to lead a successful BPM engagement. Examples from current engagements as well as knowledge from BPM thought leaders are woven together to create a dialogue on "How do I lead BPM for my enterprise?"

Aligning People, Information, And Processes to Deliver Business Optimization

Information powers business operations, and business processes drive the achievement of enterprise objectives and strategies. But today's enterprises struggle to manage both their information and business processes, leading to information-worker frustration, poor business-process execution, increased risk, and inconsistent and undifferentiated customer experiences. In this track, Forrester will provide emerging best practices; tips on how to use collaboration, eLearning, human capital management, customer relationship management (CRM), enterprise content management (ECM), master data management, and BPM technologies; and insight into new ways information- and knowledge-management professionals and business-process professionals can better manage their information and marry it to the people and business processes that need it.

Extending the Reach of BAM: Business Activity Monitoring and How it Can Effect Your Organizations

This presentation will provide an overview of business activity monitoring (BAM), the application of BAM, and how WebSphere Business Monitor will help organizations to effectively optimize their BAM implementation. Details will be provided on recent enhancements that will give business users a wider scope in leveraging data from multiple input sources, including expressive visualization of this information.

* SOA reuse and connectivity

Your existing applications and services are critical to your business. SOA extends the value of existing investments while reducing development time, cost and project risk. This track will demonstrate the advantages of SOA reuse, as well as the benefits of linking people, processes and information in your business with a seamless flow of messages and information.

Deploying SOA on an ESB platform

This lecture takes you on a flight through HVB's SOA world. The journey started in 2004 with HVB's SOA vision, the first small SOA-projects and the selection of a flexible and reliable ESB as the SOA-backbone. Furthermore, the lecture gives you a deep insight on how HVB established a obligatory SOA reference architecture and SOA governance. Another cornerstone of the journey is the presentation of the future SOA strategy from a top-management point of view. In the coming years, HVB's SOA world will morph to an SOA 2.0 universe with a strategic BPM-platform and Complex Event Processing (CEP). Welcome on board!!

Mission-Critical SOA with Reuse and Connectivity

Companies are building on their past experience with SOA pilot projects that support lower-level processes and are now using SOA to support more central and mission-critical projects. SOA is a mainstream concept supported by robust, proven, mature and secure technologies such as the enterprise service bus (ESB) making SOA safe for use with confidence in the most-vital settings where failure is not an option. Explore how customers have progressed from exploring and experimenting with SOA to using it as the basis for their business. Learn about repurposing proven, stable IT systems in new and more-flexible ways. Understand the level of trust and security that your fellow IT executives are placing in SOA. In this session, RBC Dexia Investor Services will share how they are deploying mission-critical SOA.

Reduce IT Complexity with an ESB

At the heart of your SOA—connecting all your assets—is your ESB. Your ESB is fundamental to the success of your SOA and your business, no matter what the challenges you might face today and in the future.

To address your diverse IT and business environment, and to ensure flexibility to respond to changes, IBM offers three different ESBs. They can be deployed individually or in any combination to provide a complete, robust and scalable ESB solution to meet the needs of a single project or all parts of your business. In this session, find out more about the key capabilities and the differing benefits of these IBM ESBs, as well as how to select the right one for any particular project in this session. In addition, learn about WebSphere MQ—its core capabilities, the latest enhancements and its role as a messaging backbone for your SOA.

Sears Canada faces the challenge of integrating existing, internal applications with new business functionality developed on different hardware platforms, new programming and environments, and incompatible interaction models. Externally there are a number of business-to-business (B2B) applications that present their own unique issues. The decision was made to make WebSphere ESB the "integration hub" at Sears Canada. This presentation will highlight the planning and decision-making process as well as aspects of rollout and implementation.

* SOA reuse and connectivity

Accelerate time to value with SOA connectivity

Adapting your IT infrastructure to enable an SOA as quickly as possible requires a careful balance of new and strategic reuse of existing assets.

- Should you add a universal transformation engine?
- Should you configure or code adapters?
- Should you consider using hardware appliances to secure connectivity and offload processing?
- How do you look up and reuse services?

In this session, discover some of the opportunities available to you to accelerate time to value, reduce risk and protect your SOA investment.

The economic value of SOA—Leverage your legacy goldmine

Discover how to identify and reuse core application business assets in new SOA solutions to help preserve your competitive advantage while enabling change. Very often, the competitive advantages of your business are captured in existing line-of-business applications that embody established business processes and practices. Mergers, acquisitions, regulatory compliance, competition and other business drivers are forcing you to adapt your business quickly to maintain advantage. In this session, you will learn how productive reuse of proven line-of-business applications in new SOA solutions can enable you to get faster results with reduced risk, at lower cost and in addition, enable new investment to be focused to maximize benefit.

Reduce SOA Costs—DataPower improves System z resources

Have you wondered if there is a way to get the business benefits of SOA while maximizing the cost effectiveness of your System z assets? IBM WebSphere DataPower® SOA Appliances can be a critical component of an overall IT solution to simplify, help secure and accelerate SOA. These network devices provide a number of services aiding integration to back-end applications running on System z. IBM SOA Appliances can serve as both a point solution to address immediate security, connectivity and performance concerns as well as a strategic component for a more complete SOA solution when combined with other key WebSphere and Tivoli products such as WebSphere Application Server, Message Broker, WebSphere ESB, Tivoli Access Manager, Tivoli Federated Identity Manager, and ITCAM for SOA.

Using System z as the hub of your Enterprise Service Bus

With IBM enterprise service bus solutions you can start small, while planning for future growth. You can choose the solution which best meets your business objectives. The choice of the platform to deploy your SOA solution is an important factor in your overall solution choice.

Do you need to easily integrate existing business environments, like CICS, IMS, DB2, WebSphere Application Server for z/OS®, as well as ensure flexibility and scalability needed for growth and shared services workload? Are you under increasing Service Level Agreements pressure, and are you looking for top availability, security and compliance? System z might be the platform you are looking for. Attend this session to find out if ESB on System z is your perfect solution.

The “Not-So-Traditional” WebSphere Application Server

Outpacing the market by 4x, how does WebSphere Application Server do it? Through constant innovation.

Arm yourself with the latest insights for optimizing your infrastructure and maximizing business impact. Attend this session to learn about the WebSphere Application Server roadmap, including our innovative Feature Packs approach in 2007. Hear how customers leverage: expanded Web services; the new Service Component Architecture (SCA); integration of communications and business applications through Session Initiation Protocol (SIP); connectivity to Spring and Hibernate applications; JEE5 standards and more.

* flexible infrastructure and management

Behind any truly responsive business positioned for growth, you will find an IT infrastructure that is flexible and resilient. Its business processes are well integrated, and it employs adaptive technologies to accelerate efficiency and scalability. This track will show how to create a flexible infrastructure, as well as effective management approaches to fully capitalize on SOA.

Virtualize without compromising application performance!

There's lots of buzz around virtualization these days for its potential to improve efficiency and reduce total cost of ownership (TCO) through higher hardware-resource utilization. But often, this might be at the expense of business-application performance. Attend this session to hear TD Bank Financial Group discuss their experiences in application virtualization. In addition, using examples from analysts and other customers, we'll look at "application-focused virtualization", an approach for achieving service goals while increasing the utilization of underlying hardware assets.

Supercharge your SOA with Rich Internet Apps and Web 2.0

Cut through the hype surrounding Web 2.0, and let us show you what IBM is doing in this exciting space. IBM's upcoming offerings provide capabilities to add Rich Internet features to new or existing applications, to use high-level building blocks for rapid inclusion of social-networking components, and to create and combine services using Web 2.0-style interfaces.

Delivering Brand Value with Web 2.0 and SOA

Sheraton.com is delivering brand value with Web 2.0 and SOA today! As companies move toward solidifying their customer base and building brand loyalty, creating enterprise architectures that can deliver products quickly and efficiently is invaluable in getting ahead of the competition. Learn how implementing an SOA infrastructure and integrating it on the Web with Web 2.0 techniques helped Sheraton showcase its brand and augment its loyal customer base.

eXtreme Virtualization and scaling up and out business services

This session will provide a speed lesson in IBM System p™ Advanced Power Virtualization (APV) and show how it can be used to support your SOA business services and your Web and Web 2.0 applications in a fully dynamic, flexible virtualized environment. Examples will include exploiting WebSphere Extended Deployment (WebSphere XD) to manage a large number of virtualized servers; how to migrate running business services from a virtualized OS on one physical system to a virtualized or real OS on a different physical server with no application outages; non-disruptive growth of computing infrastructure by a factor of three; running 80-100 virtual servers; sharing processors and I/O, virtualized networks, WebSphere, DB2, and LAMP. This technology will help you deliver on your business objectives without a mainframe in sight. Come and get a refreshingly different view on how to do more with less!

When is legacy a complete misnomer?

Bestowing the title of "legacy environment" on your mainframe can be a costly mistake. Mainframes have emerged as the server of choice in the current IT infrastructure systems configuration. We prefer to think of the mainframe as a core business asset. Core mainframe software products include CICS, IMS, z/TPF, z/OS and other security systems. These represent a \$3T investment worldwide that is positioned to adapt to changing market conditions with the implementation of SOA. As SOA products adapt mainframes to open standards, the mainframes and IT systems become readily able to harvest stable services in a Web-services environment. WebSphere and SOA products open the door for cost effective Java 2 Platform, Enterprise Edition (J2EE) application deployments and modern, real-time workloads to complement batch workloads, allowing your mainframe to become a hub for your application infrastructure.

* flexible infrastructure and management

Maximize SOA With Flexible Infrastructure and Management.

Your SOA implementation will provide the most flexibility when matched with modern infrastructure that is just as flexible and well managed. IBM Systems provide a highly available, secure, and top performing foundation for your SOA, creating the most flexible IT infrastructure to address the needs of your business. This session will discuss the value of flexible hardware infrastructure, workload virtualization, and IT resource capacity and hosting options. In addition to the systems which support your SOA, you can maximize your flexible IT infrastructure by automating the deployment, delivery and management of SOA based services. This session will also describe how to effectively reduce costs by effectively managing your SOA based services with IBM Tivoli software. Real world examples will be provided to help you get started.

* SOA governance and service life cycle management

The increased flexibility and cross-organizational nature of business services that SOA facilitates requires that organizations establish a framework to implement active decision-making, accurate tracking, improved serviceability and better communication. This track will show how SOA governance is the mechanism to ensure that the decision-making structure is solid, and that there is compliance with the laws, policies, standards and procedures under which an organization operates.

Advancing SOA Business/IT linkage with SOA Governance

Strong SOA governance aligns business and IT strategies, and creates effective communication paths between the two constituencies. Learn how IBM's approach to SOA governance and service life-cycle management enhances your ability to support business requirements for SOA. Hear how IBM has refreshed its SOA Governance and Service Lifecycle Management portfolio with exciting improvements driven directly from client feedback and IBM experiences with SOA implementations. This session will detail recent improvements to software like WebSphere Service Registry and Repository and services such as the IBM SOA Governance and Management Method.

IBM Service Lifecycle Management within SOA Governance

After SOA governance has been implemented within an SOA framework, the next activities focus on the using the SOA governance for service life-cycle management of the actual services. This session will focus on the processes and tools, including registries, that need to be in place to support service life-cycle management.

SOA Quality Management

Within service life-cycle management, one of the key components for successful SOA operations is good service-quality management. With service reuse being a key value proposition for SOA, making sure that quality is built into the service from concept through deployment is key. This session will discuss how IBM can help clients implement best practices for SOA quality management.

Making SOA Governance Real

Implementing SOA is not just about the enabling products. Clients need to create an entire SOA framework of process, policy and tools to support SOA. This session will show how IBM and key business partners can assist clients in moving from their current environment to a managed SOA governance environment.

New Business Development, Governance and Lifecycle Management for System z

This session will discuss SOA application life-cycle topics for the business manager. SOA lets you analyze, build, test, deploy and integrate services independent of applications and the computing platforms on which they run, making business processes more flexible. This business flexibility can bring you faster growth, lower cost of ownership and better access to timely and accurate information.

* Getting more out of your SOA investment from your existing applications

Applications that have been around for many years have a proven, stable track record, and represent a tremendous business investment. It is much less expensive to reuse existing services and applications than to rewrite them, as these applications can be expensive and risky to replace. This track will focus on how SOA can provide continued value from these investments by expanding access to proven systems to achieve greater value from your existing technology investments.

SOA in living color for SAP

Through a call center example, you will see how a business problem—invoice complaints—can be streamlined with the help of IBM's software tools for SOA. Invoices that result in a customer complaint have to be handled by the call center and require intervention from the department manager in addition to access to SAP and customer databases. The current, mostly manual pass through the business process is slow and error prone and uses too much resource. Through the automation of the process, costs are saved and service quality is improved.

This session will demonstrate each step in the development process will be demonstrated with its associated tooling, and will highlight how a business process can be analyzed, optimized and choreographed. By combining existing services from SAP with databases, people, applications and processes, and by automatically running the end process and monitoring it, you can achieve considerable time and cost savings. This session truly highlights the value of IBM software and SOA.

Helping connect your mySAP environment with the rest of your SOA

The emergence of SOA is creating a growing need among SAP clients to improve the integration of business processes and applications. The objectives include increased application integration, process reuse, and flexibility leveraging SAP assets. However, to succeed in these goals you need the correct tools and best practices to implement them.

In this session, Michael Love, Executive Architect of IBM SOA Solutions, will explain how to achieve these goals and discuss what SOA integration capabilities are available today. Specifically, Michael will address how to integrate and leverage your business application investments through best practices for integration and business process management. He will also discuss how WebSphere provides SAP customers with a platform that can dramatically lower total cost of ownership, enable greater business responsiveness and lower risk compared to many other solutions available on the market today.

In this session you will learn:

- How to gain more from your SAP assets through improved integration
- Ways in which businesses are utilizing IBM WebSphere middleware to make SAP applications part of a comprehensive, flexible and responsive SOA
- Improvements for SAP integration with other enterprise applications
- How to Identify and prioritize critical needs that promise the highest returns
- How to drive business operation innovation in your SAP environment

* Getting more out of your SOA investment from your existing applications

SOA enables a “lean application” approach to help your business innovate

For years, Enterprise Resource Planning (ERP) systems have been the business application backbone for most medium-to-large enterprises. While these application suites have been successful in helping clients standardize their business processes, many enterprises are struggling to bring the benefits of ERP into next-generation, service-oriented projects.

According to Gartner, by 2008, ‘80% of development projects will be SOA based’. The question isn’t whether or not SOA is for real. It’s not even a question of when it will be adopted. The real question is how SOA can help you solve the puzzle of maintaining standard applications while still enabling differentiation. Learn more about what how SAP customers are using SOA to gain competitive advantage and how companies are achieving real business differentiation.

Universal Robina Corporation’s Transformation for Supply Chain Management using SOA

Universal Robina Corporation (URC), one of the largest branded food product companies in the Philippines, provides a wide range of food businesses including the manufacture and distribution of consumer foods, flour milling, sugar milling, and refining. URC will discuss how they optimized Production Planning and Purchase Requisition business processes between SAP Advanced Planning and Optimization, Baan and other enterprise applications. The joint URC/IBM project was completed ahead of schedule and under budget, and is a clear example how URC is leveraging SOA to deliver value to business users, suppliers and customers.

Bombardier soars with real-time integration far Beyond the wild blue yonder...

Bombardier, a leader in the manufacturing of commercial jet aircrafts, implemented WebSphere to integrate a variety of applications and existing systems, including SAP ERP, to support a new aircraft-production platform. Bombardier was looking for real-time integration of all information systems supporting the aircraft-manufacturing process. This internal, enterprisewide integration was then used as the basis for system integration with external suppliers and partners. The benefits of WebSphere include; standardized connection capabilities and simplified tooling, more flexibility for system component changes, easier integration of new and replacement applications, and an overall lower TCO.

Extending Your Oracle Applications with IBM SOA

Connecting all of your Oracle applications, including your PeopleSoft, Siebel, and JD Edwards applications, to the rest of your enterprise can be a challenge as business services and applications increase in number and complexity. Discover how you can manage this integration and enable business-process flexibility with a solid SOA foundation using WebSphere. Also, learn how IBM and Oracle are working together to deliver peak performance and reliability to our customers with current and future Oracle applications.

Maximize benefits of your Microsoft Application investments with IBM SOA

The emergence of SOA is creating a growing need among all businesses to improve the integration and interoperability of business processes and applications. The objectives include increased application integration, process reuse, and flexibility leveraging your IT and business assets. In this session, we will discuss what SOA integration capabilities are available today and how you can help leverage IBM solutions to extend your Microsoft environment so it’s enterprise ready. You will learn:

- How to extend your .Net environment through improved integration beyond Web services
- Ways in which businesses are utilizing IBM WebSphere middleware to make .Net applications part of a comprehensive, flexible and responsive SOA
- How to expose critical WebSphere business processes to existing portal implementations

Real business returns from implementing the SOA-enabled CICS TS

Hear how a customer has deployed CICS Transaction Server (TS) as a core feature of their SOA environment to streamline their business process, reuse their existing resources and integrate with new and existing business processes.

Add value to your SOA and streamline your Business using CICS TS

CICS TS V3 and the CICS runtime tools simplify the move to SOA, resulting in better integration with other products, reuse of existing business logic, simpler administration, reduced outages and faster time to market for new applications. CICS provides a complete family of tools to simplify management, auditability and governance in complex SOA systems.



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