

IBM Software

# Impact2010

The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**

**MAY 2-7** Las Vegas, NV



## Impact 2010

### Program & Track

### Preview

The Business Program

The Smart SOA and BPM Technology Program

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## The Business Program

### Overview

The Business Program brings the best of IBM's Smarter Planet initiative to IMPACT 2010. Working with business managers and leaders, from organizations large and small, we've designed a non-technical program that addresses how IT, combined with business best practices, can help satisfy four elemental and urgent needs of business today:

- **"We need insight."**
  - How can you take advantage of the wealth of information available in real time from multiple sources to make smarter decisions?
- **"We need to work smarter."**
  - How can you work smarter supported by flexible and dynamic processes modeled for the way people buy, live and work?
- **"We need to respond quickly."**
  - How do you create an intelligent infrastructure that drives down cost, is secure, and is just as dynamic as today's business climate?
- **"We need sustainability."**
  - How do you drive greater efficiencies and compete more effectively with limited resources for the long term?

The goal is to deliver innovative and proven ways for you to reduce costs and achieve essential adaptability while delivering competitive value in four key operational areas: optimizing business processes and models; improving decision management; empowering the changing workforce; and enabling fast and effective business change.

By attending this dedicated LOB program, you can choose from 70+ sessions featuring customer-led industry solutions for working smarter; interactive deep-dives into common operational challenges; and meaningful perspectives on what you'll need to successfully manage and lead your business through the next five years – all designed for fast consumption and clear application.

The Business Program consists of seven tracks aligned with Smarter Planet imperatives:

- Insight and Innovation
- Business Agility and Change Management
- Winning at Globalization
- Workforce Optimization
- Enhancing Your Customer Experience
- Industry Solutions for Working Smarter
- Executive Education

Expect an unmatched depth of resources, expertise and experience with participation from the most forward-thinking institutions, governments and businesses around the world that exemplify what it means to live, work and play on a Smarter Planet.

### **Track 1: Insight and Innovation**

*"We need insight."*

#### **Description:**

In order to meet profitability and risk management objectives, business leaders are telling us that they need to get smarter about their use of available information. Simple automation projects have only taken them so far, and they are realizing that through the better capture and management of information, they can achieve better efficiencies by providing accurate, contextual insight where it impacts the business the most. This track shows how you can turn your information into a strategic driver to speed innovation, business optimization and sustained competitive advantage.

Topics include:

- Product & Service Innovation
- Organizational Change
- Analytics and Data mining
- Visibility into real-time business processes
- Actionable insights from business events
- New Product Simulation and Testing
- Environmental innovation

## **Track 2: Business Agility**

*"We need to respond quickly."*

### **Description:**

To remain competitive, we know that we must plan intelligently, make the most efficient use of available resources, and take quick, effective action. However, the key to thriving is being able to identify, understand and respond to accelerating change and disruption as it happens. This track explores new ways to streamline business activities to eliminate redundancy or costly exceptions, while creating higher value. Learn first-hand how top companies are reducing costs as the cost of doing business continues to rise by increasing their ability to respond and adapt to frequently changing business conditions.

Topics include:

- Real-Time Decision Management
- Dynamic Business Processes
- Smarter Supply Chains
- Efficient Planning and Scheduling
- Business and IT Alignment
- Governance, Risk and Compliance
- Straight-Through Processing

## **Track 3: Workforce Effectiveness**

*"We need to work smarter."*

### **Description:**

Think about the time you spend just looking for the right expertise and information to do your job. It can really add up – to two hours a day on average. The advantages of working smarter by working together more effectively, collaboratively, can give time back while achieving better results – applying the right expertise for the task at hand. This track is designed to help organizations maximize people's effectiveness working together, whether applied to a specific problem, integrated into a business process, or made part of a broader organizational strategy.

Learn how to foster innovation through broader participation across the organization and optimize costs associated with how people work to tap into the full value of your workforce.

Topics include:

- Driving Innovation and Performance with Smarter Collaboration
- Social Networking for the Enterprise
- Enabling a Mobile Workforce
- Resource Planning and Scheduling

#### **Track 4: Enhancing Your Customer Experience**

*"We need to respond quickly with insight."*

##### **Description:**

Profitability and growth are largely driven by customer loyalty, loyalty by satisfaction, satisfaction by the perceived and real value of your products and services to your customers. This value is getting harder to communicate as consumer expectations continue to rise – often beyond the current capabilities of many companies. One of the primary goals of many sales and marketing organizations today is to automate customer interactions as if a smart special agent where personally available to help at each stage in their purchasing process. This track explores how organizations can increase customer engagement and retention by consistently and intelligently deploying the right offer and service to create more meaningful, multi-channel interactions -- from best website offers to best discounts for loyal customers.

Topics include:

- Using Social Media to Expand Reach and Maintain Consistency
- Service Based Delivery and Clouds: Letting Go While Retaining Control
- Personalization and Mass Customization
- Loyalty and Promotion Management

## **Track 5: Globalization Starts at Home**

*"We need to Tap Global Markets for Supply & Demand."*

### **Description:**

Regional economies continue to become integrated into the globe-spanning network of communication and execution. Business operations continue to move from traditional countries to emerging countries. Merger and acquisitions across oceans are becoming more common. But while facing these unprecedented shifts is not optional, some organizations are managing the transition well while others are finding themselves struggling to remain relevant. This track is about navigating these choppy waters to tap into the opportunities presented by globalization while avoiding the many pitfalls of the unfolding reality. Participants will learn innovative best practices for success including ways to source products & services from emerging markets and tap into new customers, market segments and demographics.

Topics include:

- Outsourcing
- Global Data Privacy Laws
- Tapping Emerging Markets

## **Track 6: Industry Solutions for Working Smarter**

*"We are working smarter."*

### **Description:**

This is your chance to dive deeper into what others are actually doing in your industry to work smarter, from smarter energy grids to smarter hearts. Through a combination of thought leadership from industry experts and first-hand use cases from colleagues and competitors, you can accelerate idea sharing and troubleshooting beyond your daily network.

Featured industries:

- Banking and Financial Markets
- Insurance

- Government
- Healthcare and Life Sciences
- Retail and Consumer Products
- Energy and Utilities
- High Tech and Manufacturing Industries
- Communications Service Providers

### **Track 7: Executive Education Track**

*Leading a Smarter Planet*

#### **Description:**

Our political leaders are not the only ones who have been handed a mandate for change. Leaders of businesses and institutions everywhere have a unique opportunity to transform the way the world works. In this track, IBM is partnering with leading business schools and training organizations to challenge common assumptions of what it takes to successfully lead an organization in an increasing interconnected, instrumented and intelligent world. Bring your best practices and performance barriers to the table. This interactive forum is designed to test prevailing scenarios and share innovative leadership techniques.

Topics include:

- Leadership in Innovation
- Opening Borders and the Promise of Co-Creation
- Sales and Marketing Transformation
- Corporate Social Responsibility
- Compliance and Governance



## The Smart SOA and BPM Technology Program

### **An Overview**

The Smart SOA and BPM Technology Program offers a wide array of customer and IBM implementation success stories, education, lectures, workshops, hands-on labs, and networking opportunities -- all designed to maximize the skills of IT executives and professionals.

The program will cover the latest service-oriented architecture (SOA) and business process management (BPM) technical advancements, as well as IT solutions, new product information, and best practices for taking advantage of the IBM SOA, BPM and WebSphere portfolio of products. Hear from your peers, analysts, business partners and leading developers and architects from IBM on how to implement solutions that can transform your enterprise with new levels of efficiency and agility.

The Smart SOA and BPM Technology Program will include sessions on how build, deploy and manage solutions for varying business needs with an extensive portfolio of development and Web 2.0 tools for the WebSphere Application Server family, CICS, cloud, virtualization and systems management products. Enterprise Connectivity options will explore the capabilities of the WebSphere Messaging products, including IBM WebSphere DataPower SOA Appliances. The program will demonstrate how BPM software and solutions can optimize business performance with the IBM BMP Suite, including IBM WebSphere Process Server and business rules management software, such as the ILOG Business Rule Management Systems. It will continue IBM's focus on Smart SOA and SOA Governance, including how SOA supports new business-centric technologies such as smart work and cloud computing. And, there will be sessions on industry frameworks and how to create fully integrated solutions.

With more than 400 sessions to choose from, the program will show you how to successfully implement SOA and BPM, give you the opportunity to develop new skills and find solutions to the challenges within your enterprise, all while providing the ability to network with your industry peers, leading analysts, and leading developers and product architects from IBM.

**The Smart SOA and BPM Technology Program has a total of six tracks:**

- Business Process Management
- Dynamic Application Infrastructure
- SOA Connectivity and Integration
- Application Development
- SOA and Governance
- Implementing Integrated Industry Solutions

**Track 1: Business Process Management Track**

**Description:**

This track highlights the newly announced IBM BPM Suite V7, which demonstrates that IBM is the premier supplier of a business process-building system that designs and test drives a business process, implements it on top of an enterprise software infrastructure, and monitors it for healthy operation. The additions in V7 of the WebSphere Process Server infrastructure are more amenable to flexible business processes. These additions include the WebSphere ILOG JRules business rules engine, which allow business line managers and business analysts to compose rules that govern a process, and change them while the process is running. The track will examine how the tighter coupling of other products in the WebSphere product line, including WebSphere Message Broker, WebSphere Enterprise Service Bus, WebSphere Business Events and WebSphere eXtreme Scale, provide better enterprise connectivity, while enabling businesses to detect large volumes of event activity and act on it dynamically.

**The Business Process Management Track has four sub-tracks:**

- Process Design, Development & Modeling
- Process Monitoring
- Dynamic Processes with Business Rules & Events
- Process Management Infrastructure

**Products Covered in this track:**

- WebSphere Process Server
- WebSphere Integration Developer
- WebSphere Business Modeler

- WebSphere Business Compass
- WebSphere Service Registry and Repository
- WebSphere Business Monitor
- ILOG BRMS
- WebSphere Business Events
- WebSphere Business Services Fabric

**Possible Workshops Topics:**

- IBM BPM Blueworks
- Modeling for implementation (ISSW)
- Current seminars: Discover, Interact, Optimize
- Process design best practices workshop (ISSW)
- Getting started with BPM

**Business Process Management Track: Subtrack Descriptions**

**Process Design and Modeling Subtrack** - This subtrack explores how discovery, design, modeling and simulation with collaboration between business managers and IT provide the linkages necessary for robust BPM solutions and successful continuous process improvements and differentiate the business to create true value.

**Possible Session Topics in Subtrack:**

- |  |                                    |
|--|------------------------------------|
| • WebSphere Business Modeler V7              | • Simulation of business processes |
| • WebSphere Business Compass V7              | • Business agility                 |
| • Design, model, & deploy business processes | • WebSphere Integration Developer  |
| • ROI  | • Modeling, best practices         |
| • IBM BPM Blueworks                          | • End-to-end process automation    |
| • BPMN 2.0                                   | • Business space                   |

**Process Monitoring Subtrack:** This subtrack explores how business activity monitoring help measure business performance, monitor in-flight and completed processes, and report on business operations. Monitoring provides the necessary

information to identify business problems, correct exceptions, and improve processes to achieve a more efficient and competitive business.

**Possible Session Topics in Subtrack:**

- Business Activity Monitoring (BAM)
- Customizable dashboards
- WebSphere Business Monitor V7
- Predictive KPIs and Analytics

**Process Management Infrastructure Subtrack:** This subtrack focuses on the WebSphere Process Server as the runtime engine for artifacts produced in a business-driven development process.

**Possible Session Topics in Subtrack:**

- New V7 Functions in the BPM suite
- Disaster recovery
- Process integrity
- Process integration
- Performance
- Business object maps
- Migration
- Human tasks
- Problem determination
- Business objects
- Workflow management
- Business state machines

**Dynamic Processes with Business Rules and Events Subtrack:** This subtrack explores how discovery, design, modeling and simulation, coupled with collaboration between business managers and IT, provide linkages necessary for robust BPM solutions and successful continuous process improvements, to differentiate the business and create true value.

**Possible Session Topics in Subtrack:**

- ILOG BMRS (JRules)
- Business event processing (BEP)
- WebSphere Business Events V7
- Business agility

## **Track 2: Dynamic Application Infrastructure Track**

**Description:** This track highlights the IBM middleware technologies that are dynamic and critically important in supporting enterprise applications. This infrastructure is industrial-scale, distributed, and heterogeneous systems with rigorous requirements for performance, scalability, fault tolerance, and extensibility. With the WebSphere Application Server family of products, you can build, deploy and manage robust, agile and reusable SOA business applications. The CICS family of application servers and connectors provides industrial-strength, online transaction management and connectivity for mission-critical applications. This track will also explore additional products in the WebSphere line that support virtualization, extreme transaction processing, scalability and performance.

### **Subtracks:**

- WebSphere Application Server Infrastructure
- CICS
- Security & Management
- Performance, Scalability, Cloud and Virtualization

### **Products Covered in this track:**

- WebSphere Application Server
- CICS
- WebSphere eXtreme Scale
- WebSphere Compute Grid
- WebSphere CloudBurst Appliance
- WebSphere Application Server Hypervisor Edition
- WebSphere Virtual Enterprise

### **Possible Workshops Topics:**

- XTP

### **Dynamic Application Infrastructure Track: Subtrack Descriptions**

**WebSphere Application Server Infrastructure Subtrack:** This subtrack explores how the WebSphere Application Server offers a simplified infrastructure for flexible

and effective application control and runtime efficiency, allowing you to respond to evolving business needs with infrastructure and application intelligence.

**Possible Session Topics in Subtrack:**

- WebSphere Application Server V7x
- WebSphere Application Server feature packs
- Migration
- Web services support
- Administration
- Java Enterprise Edition
- WebSphere Business Level Applications (WBLA)
- Pervasive
- EJB 3.x support
- Session Initiation Protocol

**CICS Subtrack:** This subtrack explores CICS as a modern, dependable, cost-effective application platform that brings new levels of ease-of-use and flexibility to meet the needs of the next-generation of business users.

**Possible Session Topics in Subtrack:**

- CICS Transaction Server
- System management
- Security
- Performance
- Administration
- Web 2.0 support
- WebSphere Business Events support
- CICS tools
- Problem determination
- Workload management

**Security and Management Subtrack:** This subtrack explores security, risk and compliance, and systems management software and hardware to meet the challenges of securing and managing a IT dynamic infrastructure.

**Possible Session Topics in Subtrack:**

- Tivoli security
- WebSphere security
- SOA healthcheck
- System z
- Process integrity
- System management
- Workflow management
- Problem determination

**Performance, Scalability, Cloud and Virtualization Subtrack:** This subtrack explores how IBM hardware and software deliver industry-leading uptime, availability, performance, and scalability, which are all mission critical metrics for cloud architectures.

**Possible Session Topics in Subtrack:**

- Performance
- XTP
- Linux
- High Availability
- WebSphere Compute Grid
- Virtualization
- System z
- WebSphere eXtreme Scale
- WebSphere Virtual Enterprise
- CloudBurst Appliance

**Track 3: SOA Connectivity & Integration Track**

**Description:** Application integration and connectivity provides the core to working smarter and is fundamental to a Smart SOA approach that enables information to flow freely within and across processes, fostering collaboration, insight and cost effective re-use of data and knowledge. This track will focus on the following:

- ESB Messaging and Enrichment for fast, flexible and reliable access to business information,
- Service Visibility and Governance for trust, management and security for business applications
- Extend Connectivity to Partners and Customers to make it easy for a the company's customers, partners and suppliers to conduct business

**Subtracks:**

- Messaging Infrastructure
- Messaging Design and Mediations
- Enterprise Service Bus
- Messaging System Management, Performance and Security

**Products Covered in this track:**

- WebSphere Message Broker
- WebSphere MQ
- WebSphere MQ FTE
- WebSphere ESB
- WebSphere Transformation Extender
- WebSphere Service Registry and Repository
- WebSphere DataPower Appliances

**Possible Workshops Topics:**

- ESB Design and Federation Workshop (ISSW)

**SOA Connectivity & Integration Track: Subtrack Descriptions**

**Messaging Infrastructure Subtrack:** This subtrack includes sessions on the IBM messaging infrastructure products: WebSphere MQ, WebSphere Message Broker, WebSphere Enterprise Service Bus and WebSphere DataPower.

**Possible Session Topics in Subtrack:**

- |                               |                                    |
|-------------------------------|------------------------------------|
| • WebSphere Message Broker V7 | • WBM, WQ Administration           |
| • WebSphere MQ                | • WebSphere Enterprise Service Bus |
| • WebSphere Adapters          | • Pub/Sub                          |
| • WebSphere DataPower         | • WebSphere MQ FTE                 |
| • WBM, WQ Administration      | • Low Latency Messaging            |

**Messaging Design and Mediations Subtrack:** This subtrack features sessions on message design and mediation in WebSphere Message Broker, WebSphere MQ and WebSphere Enterprise Service Bus. This Subtrack also includes session on WebSphere Transformation Extender.

**Possible Session Topics in Subtrack:**



- WebSphere ESB and WID
- WebSphere Transformation Extender
- WMQ Programming APIs
- WebSphere DataPower development

**Messaging System Management, Performance and Security Subtrack:** This subtrack provides insight on the administrative side of managing, deploying, and securing the messaging infrastructure.

**Possible Session Topics in Subtrack:**

- Securing MQ
- WMB, WMQ performance
- MQ ESE
- High availability
- Performance
- WebSphere Transformation Extender

**Track 4: Application Development Track**

**Description:** This track will focus on the tools and methodology that let you quickly and easily add new services and applications to your company's solutions portfolio. This track will feature how to take advantage of the latest development trends, directions, and tools including:

- EJB specifications available in WebSphere Application Server V7.
- Open source development options such as the AJAX, Dojo toolkit or PHP, that provides the agile development of the next generation of dynamic Web 2.0 applications.
- WebSphere sMash, an agile Web 2.0 application development product with scripting, REST and Dojo in an integrated runtime and tooling package
- Rational tools that support traditional application development, for example. Rational Application Developer V7.5

**Subtracks:**

- Java Development and Open Source Frameworks
- Web 2.0
- Development Tools

**Products Covered in this track:**

- WebSphere sMash

- Rational Application Developer
- ILOG Visualization Suite

**Possible Workshops Topics:**

- WebSphere sMash Workshop (ISSW)

**Subtrack Descriptions**

**Java Development and Open Source Frameworks Subtrack:** This subtrack explores the Java EE specification and its implementation in the WebSphere Application Server. The subtrack also includes sessions on using Java development frameworks.

**Possible Session Topics in Subtrack:**

- Java EE
- Open Source
- EJB3.X
- JPA
- Working with WebSphere Application Server feature packs
- WebSphere Enterprise Service Bus
- Web services
- Frameworks

**Web 2.0 Subtrack:** This subtrack explores Web 2.0, a holistic approach that includes software for servers, content assimilation, standard-based browser, rules for messaging, rich interactive applications, and extensive use of folksonomies. Web 2.0 technologies all start with information inculcation, its management, storage and dissemination. <<it appears as if some words are missing ... broke it into two sentences>>

**Possible Session Topics in Subtrack:**

- REST
- Json
- XML
- JPA
- Social Networking
- Collaboration
- RSS
- Mashups

**Development Tools subtrack:** This subtrack explores the use and application of development tools in the enterprise including Rational Application Developer, WebSphere sMash, and IBM Mashup Maker.

**Possible Session Topics in Subtrack:**

- RAD
- Eclipse
- WebSphere sMash
- IBM Mashup Maker
- Visualization Tools
- 

**Track 5: Service Oriented Architecture and Governance Track**

**Description:** This track enables Business and IT Executives and Architects to design and integrate robust, flexible SOA environments. Sessions will include SOA best practices with a focus on asset re-use, service identification and governance. Key topics and themes of the track include the following:

- SOA implementation stories, best practices, and patterns
- Entry Points for SOA
- SOA Governance models, security, policy and compliance
- Integrating cloud services into your SOA

**Subtracks:**

- Architecture
- Governance
- Policy and Security
- Entry Points

**Products Covered in this track:**

- Rational Software Architect
- WebSphere Service Registry and Repository
- Rational Asset Manager
- Tivoli Security Policy Manager
- ITCAM for SOA

### **Possible Workshops Topics:**

- SOA Governance models workshop
- Getting started with SOA

### **Subtrack Descriptions**

**Architecture subtrack:** This subtrack explores how enterprises use Information Technology policies and principles, services and common solutions, standards and guidelines for decision making, adaptability to changing demands or market conditions, elimination of inefficient and redundant processes, optimization of the use of organizational assets.

### **Possible Session Topics in Subtrack:**

- Methodology
- Patterns
- Enterprise Transformation
- Componentization
- ROI
- Go Green
- Social networking
- Enterprise architecture
- Software as a Service
- Globalization
- Cloud computing
- Consumerization of IT

**Governance subtrack:** The subtrack explores the goals of governance, which are to assure that the investments in IT generate business value, and mitigate the risks that are associated with IT.

### **Possible Session Topics in Subtrack:**

- WSRR and WSRR ALE
- Runtime governance
- Rational Software Architect
- Business and IT alignment
- Change management
- Rational Asset Manager

**Entry Points Subtrack:** This subtrack includes session on the SOA Entry Points, which are onramps for getting started with SOA.

**Possible Session Topics in Subtrack:**

- People: enables efficiency through interaction and collaboration
- Reuse: extends the value of your previous asset investments
- Information: enables access to complex, heterogeneous data sources
- Connectivity: links people, processes and information for your business
- Process: offers tools and services to help streamline business process management

**Policy and Security Subtrack:** This subtrack focuses on the methodologies and risk assessment strategies in implementing corporate policy and security models for IT systems.

**Possible Session Topics in Subtrack:**

- Policy and compliance
- Risk management
- Corporate security
- Privacy issues

**Track 6: Implementing Integrated Industry Solutions Track**

**Description:** Businesses today are focused on a finding compelling ways they can leverage technology in their industry for competitive advantage. This track shows how integrated solutions, such as industry frameworks, can provide improved business agility now. This track looks at the technical aspects of industry implementations.

**Subtracks:**

- Banking and financial markets
- Insurance

- Government
- Healthcare and life sciences
- Retail and consumer products
- Energy and utilities
- High technology and manufacturing
- Communications service providers
- Cross industry

**Products Covered in this track:**

- Industry frameworks

**Subtrack Descriptions**

**Industry Subtracks:** These subtracks will explore the industry-based technical implementations taking advantage of industry frameworks

**Possible Session Topics in Subtrack:**

- |                                 |                                    |
|---------------------------------|------------------------------------|
| • Banking and financial markets | • Insurance                        |
| • Government                    | • Healthcare and life sciences     |
| • Retail and consumer products  | • Energy and utilities             |
| • High tech and manufacturing   | • Communications service providers |
| ▪ Banking and financial markets | ▪ Insurance                        |

**Cross Industry Subtrack:** This subtrack will explore integrated solutions across multiple products. It will look at cross industry related solutions.

**Possible Session Topics in Subtrack:**

- |                              |                            |
|------------------------------|----------------------------|
| • Application infrastructure | • Application connectivity |
|------------------------------|----------------------------|

## The Business Agility Now! Interactive Symposium

### **An Overview**

The new Business Agility Now! Interactive Symposium is designed to bring LOB and IT individuals together to discuss, whiteboard, and collaborate on key overall business issues to respond to the ever-increasing dynamic and personalized nature of the business networks in which they work.

Attendees will have access to key analyst and IBM experts from both the business and technical side and will sharpen their business sense, enhance operational efficiency and embrace a dynamic business network to thrive in today's ever changing market environment. The symposium will enable Business executives and technologists to transform rigid, siloed processes into highly agility interconnected processes by focusing on three areas:

- 1) Discovering insights to achieve innovation
- 2) Maximize the value of business interaction
- 3) Optimize productivity and resources.

The symposium will first discuss the market trends in creating an agile business. Attendees will then breakout in their industry (Banking, Financial markets, Health and Life Sciences, Insurance, Retail, Government, Retail and Consumer Products, Telco, and Cross) and discuss, whiteboard, and collaborate on how to achieve an agile business through understanding the current industry pain points and as is states. Working through the steps (Discover, Interact, and Optimize) in the process, attendees will discuss possible to-be scenarios that can deliver them the solutions they need in their industry. Attendees will leave with practical ROI and next steps to take back and begin to modify their business.