



Impact 2011

Technology Program

Track & Sub-track Descriptions

Overview:

Impact for IT Professionals and Developers

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The Technology Program

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The Technology Program consists of Seven Tracks as follows:

1. Application Infrastructure
2. Application Development
3. Connectivity and Integration
4. Smart SOA
5. BPM and Decision Management
6. Cross Commerce and Exceptional Web Experience
7. Implementing Industry Solutions for Improved ROI

Track #1: Application Infrastructure

This track will cover WebSphere Application Infrastructure solutions that enable efficient, cost-effective delivery of innovative applications and services to help IT leaders quickly respond to changing business needs. Attendees will learn ways to leverage a proven foundation for their applications and services through IBM offerings, such as WebSphere Application Server and CICS. This track provides a hands-on understanding of how to get the best performance and scalability from application infrastructure, enabling applications to provide improved response times. Attendees will also discover how to increase the operational efficiency of their application infrastructure through virtualization and cloud technologies. In addition, IBM experts will discuss how to maximize the security and control of application infrastructure through industry-leading management capabilities. This track explains how to quickly take advantage of WebSphere Application Infrastructure solutions by migrating applications and services from costly or unsupported non-IBM application servers. WAS and CICS are the only application servers that span all platforms. Enterprise Architects will learn how to deploy applications based on “right fit” within the hybrid environment of the zEnterprise.

Some specific products and technologies to be discussed in this track are: WebSphere Application Server and its Feature Packs, WebSphere eXtreme Scale and the DataPower XC10 caching solutions, WebSphere Virtual Enterprise, WebSphere CloudBurst Appliance and WebSphere Compute Grid and CICS.

Value Proposition:

Cloud, virtualization and application middleware can deliver flexibility and efficiency by:

- Reducing IT labor cost due to simplified configuration, operations, management and monitoring
- Improving capital utilization, thereby significantly reducing license costs
- Reducing provisioning cycle times from weeks to minutes
- Improving quality
- Reducing end-user IT support costs

Target Audience:

- Enterprise Architects
- IT Project Managers
- Software Engineers
- Infrastructure Managers
- Operations Managers
- System Administrators

Subtracks (Application Infrastructure):

WebSphere Application Server Infrastructure: This subtrack explores how the WebSphere Application Server offers a simplified infrastructure for flexible and effective application control and runtime efficiency, so IT leaders can respond to evolving business needs with infrastructure and application intelligence.

Products covered in this subtrack:

- WebSphere Application Server
- WebSphere Virtual Enterprise
- IBM Tivoli Composite Application Manager
- Rational Automation Framework for WebSphere

Topics covered in this subtrack:

- What's new in WAS
- Migration
- Mobile Solutions
- Problem Determination
- Testing and Debugging
- Mobile Solutions
- Administration
- Deployments

- The hybrid environment of the zEnterprise including System z and zLinux
- Migrations
- Installation
- Features that enable virtualization and cloud computing content are included here, and will be expanded upon in the Cloud Computing, Virtualization and Performance subtrack

CICS: This subtrack explores the latest features of CICS as a modern, dependable, cost-effective application platform that offers industrial-strength transactional management and flexibility to meet the needs of the next generation of business users.

Products covered in this subtrack:

- CICS Transaction Server
- CICS Tools
- Rational Developer for System z

Topics covered in this subtrack:

- Problem Determination
- Testing and Debugging
- Web 2.0 Support
- Administration
- Migrations
- Performance
- What's New in CICS

Security and Management: This subtrack covers how to secure and manage a distributed WebSphere infrastructure. Topics include integration with Tivoli products for access control and identity management

Products covered in this subtrack:

- WebSphere Application Server
- Tivoli Access Manager for Enterprise Single Signon
- Tivoli Federated Identity Manager
- Tivoli Identity and Access Manager
- Tivoli Identity Manager

Topics covered in this subtrack:

- Problem Determination
- Testing and Debugging
- Web 2.0 Support
- Administration
- Migrations
- Performance
- What's New in CICS

Cloud Computing, Virtualization and Performance: This subtrack explores the WebSphere infrastructure technologies that enable clients to evolve their datacenter infrastructure to support virtualization, private clouds and hybrid clouds. Attendees will learn how to centralize and standardize hardware resources, and dispense application infrastructure services dynamically based on need. This track describes how WebSphere dynamic application infrastructure can dynamically adjust system resources to meet demands and how to improve the resiliency of IT systems. Sessions will cover how to tune and optimize WebSphere infrastructure for maximum performance and extreme transaction processing.

Products covered in this subtrack:

- WebSphere eXtreme Scale
- WebSphere Virtual Enterprise
- WebSphere CloudBurst
- WebSphere Extended Deployment Compute Grid
- Rational Automation Framework for WebSphere

Topics covered in this subtrack:

- Cloud Computing
- Extreme Transaction Processing (XTP)
- Modern Java-Enabled batch processing
- Performance
- Virtualization

Track #2: Application Development

This track will focus on tools and methodologies that enable the addition of new and innovative services and applications to a company's solutions portfolio. It will feature theoretical and hands-on instruction on standards-based application development using IBM tools, both on the desktop and in the cloud. Attendees will learn how to develop applications using several WebSphere Application Server Programming Models and open source development options. There will be sessions on OSGi Applications, Dojo, REST, JAX-RS, EJB 3.x, Dynamic Scripting, SCA, JPA 2.0 and supporting tools. Programming model selection guidance will be provided. The track will explore forward-looking development options in a cloud computing environment, including how to improve software delivery in virtualized environments. Programming using the new Rational Application Developer V8 will also be discussed along with XML programming techniques and tips.

Value Proposition:

- Understand the true total cost of ownership (TCO) and use of open source and Cloud Application Development Services.
- Learn to use emerging development standards in your enterprise environment.
- Learn to identify the right tool for your development and automation needs and fully exploit the features of the chosen tooling to maximize developer productivity.

Target Audience:

- Application Programmers
- Software Engineers
- Web Designers
- Enterprise Architects
- System Integrators
- Software Developers
- Server-side & Web Developers

Subtracks (Application Development):

Development Tools: This subtrack explores the use of IBM's Eclipse-based development tools, including the latest features in Rational Application Developer V8 and WebSphere sMash. Additional topics may include tools for testing and problem determination, team development, and development and testing of applications in the cloud.

Products covered in this subtrack:

- Rational Application Developer for WebSphere

- Rational Team Concert
- Rational Developer for System z

Topics covered in this subtrack:

- Cloud Development
- Software Delivery Lifecycle
- Testing and Debugging
- Development for Mobile Devices

Java Development and Programming Models: This subtrack covers the updates to the latest Java EE specifications and other open programming models supported by WebSphere, including OSGi, SIP/Communications Enabled Applications, and Service Component Architecture (SCA). The latest JPA and EJB features will be discussed along with hands-on instruction

Products Covered in this subtrack:

- Rational Application Developer for WebSphere

Topics Covered in this subtrack:

- Java EE
- EJB 3.x
- Service Component Architecture (SCA)
- JPA
- Open Source
- OSGi Applications
- XML/XSLT
- SIP/Communications Enabled Applications

Web 2.0: This subtrack explores the development of rich Internet applications that facilitate collaboration, interactive information sharing, social networking, and integration of information from diverse sources. Topics covered include user interface development, Dojo, AJAX, JAX-RS, and REST. The latest updates in the specifications and tooling will be discussed, in addition to hints, tips and best practices.

Products covered in this subtrack:

- WebSphere sMash

Topics covered in this subtrack:

- AJAX

- Scripting languages (PHP, Groovy)
- Mashups
- REST
- Dojo Toolkit

Track #3: BPM and Decision Management

This track focuses on technology that enables process improvement, visibility and automation to help companies get started on projects for specific initiatives or adopt broader business process management (BPM) programs for wider transformation. Areas covered will include Business Process Management, Business Rule Management Systems and Business Event Processing. The track will showcase the comprehensive set of offerings that enables clients to model, simulate, execute, adapt, monitor, automate and optimize core business processes, business rules and business events.

The IBM BPM portfolio brings together software and services from across IBM, including WebSphere Lombardi Edition, WebSphere Process Server and IBM Enterprise Content Management. BPM offerings from IBM provide a framework to design and test-drive a business process, implement it on top of an enterprise software infrastructure and monitor it to ensure healthy operation.

This track will also discuss the recently released IBM Blueworks Live, which allows anyone, anywhere to easily streamline, document and run processes in the cloud. Sessions will examine the capabilities of WebSphere Decision Server, which enables responsive, intelligent decisions by combining business rules management and business event processing in a single offering.

This track will also examine the integration of other IBM products with the BPM Suite, such as WebSphere Portal for collaboration and end-user experience, WebSphere Message Broker and WebSphere Enterprise Service Bus for application integration and connectivity and WebSphere eXtreme Scale for scalability. These products improve enterprise connectivity, while enabling businesses to detect large volumes of event activity and dynamically act on these events.

Value Proposition:

- BPM is the best investment a company can make to become process aware, process driven and process efficient.
- BPM lets companies think about the business from an end-to-end process perspective and analyze potential performance improvements, by modeling a process before committing to implementation.

- Workflow automation can increase operational efficiency and reduce costs.
- Decision management software provides control and flexibility over how you manage decision points in your processes.
- BPM fosters business agility, allowing a business to introduce new products and services more quickly, and respond more nimbly to continually changing business demands.
- Business process monitoring allows your business to measure performance at the end-to-end process level.
- BPM promotes business and IT alignment by directly linking the business-produced model with the executable implementation.
- BPM instills collaboration between Business and IT so that they can speak a common language when it comes to processes.

Target Audience:

- Architects
- IT Executives
- System Integrators
- Business Analysts
- LOB Executives

Subtracks (BPM and Decision Management):

BPM – From Projects to Programs: This subtrack features sessions and hands-on labs that show how IBM products and solutions can help organizations optimize business performance by discovering, documenting, automating, and continuously improving business processes to increase efficiency and reduce costs. Topics demonstrate how to model, simulate, execute, rapidly change, monitor and optimize core business processes throughout the process lifecycle.

Products Covered in this subtrack:

- IBM Blueworks Live
- WebSphere Lombardi Edition
- WebSphere Process Server
- WebSphere Integration Developer
- WebSphere Business Monitor
- WebSphere Business Modeler
- WebSphere Industry Content Packs

Topics Covered in this subtrack:

- Advanced Case Management
- Modeling and Simulation
- Modeling for Execution
- Human Task Integration
- Business and IT Alignment
- Monitoring Processes
- Business Process Reengineering Cycle
- What's New in the Portfolio
- BPM Methodology

BPM Infrastructure: This subtrack features sessions and hands-on labs on the nuts and bolts of administration, deployment, optimization, migration, security and tuning through use of the products that comprise IBM's processing engine, including WebSphere Process Server and WebSphere Lombardi Edition.

Products covered in this subtrack:

- WebSphere Lombardi Edition
- WebSphere Process Server
- WebSphere Integration Developer
- IBM Case Manager
- IBM FileNet

Topics covered in this subtrack:

- Performance, scalability, and stability best practices
- Migration
- Administration
- Problem Determination
- Business Process Management Topologies

Decision Management: This subtrack features sessions on IBM's market-leading capabilities in business rules management and business event processing. These capabilities enable organizations to flexibly build solutions that provide intelligent and responsive decision automation. This subtrack includes sessions on how to use WebSphere Decision Server; and how to combine rules, analytics, collaboration, and events to increase business agility and improve business outcomes.

Products covered in this subtrack:

- WebSphere Decision Server
- WebSphere ILOG JRules
- WebSphere Business Events

Topics covered in this subtrack:

- Business Rules
- Event-Based Data Patterns
- Activity Monitoring

Track #4: Connectivity and Integration

This track encompasses a range of software and solutions that provide a secure, reliable and scalable way to connect within and beyond a business to partners and customers, and into the cloud. Sessions will explore the universal connectivity backbone and administration, security, problem determination and performance capabilities of IBM products, including WebSphere MQ, WebSphere MQ Low Latency Messaging, and WMQ Telemetry Transport to integrate devices for a smarter planet, as well as application integration using WebSphere Message Broker. Attendees will learn about the latest updates to WebSphere MQ and WebSphere Message Broker, as well as architecture and implementation best practices for scaling and securing WMB and WMQ installations and implementations.

This track features sessions on integrating services through IBM enterprise service bus software, including the latest offerings in the family of WebSphere DataPower Appliances and WebSphere Enterprise Services Bus. Attendees will learn how to integrate across departments, ESB products and domains using service federation management patterns and WebSphere Service Registry and Repository.

Another topic of discussion will be IBM's new cloud integration capabilities from Cast Iron that accelerate B2B connectivity by providing rapid integration between services in the cloud and on-premises applications. This track features the capabilities of IBM's new Sterling Business Integration Suite that enables B2B Integration by resolving challenges between a business and its trading partners. Sessions will explore Sterling Managed File Transfer capabilities that can solve the challenges of large file transfers that need to be fast, secure and reliable.

Value Proposition:

- By implementing SOA application connectivity and combining existing application assets, businesses can increase value through creating new applications by connecting existing applications.
- Intelligent application connectivity can reduce costs and increase revenue.

Target Audience:

- Architects
- IT Consultants
- Software Developers
- System Administrators
- Infrastructure Managers
- IT Executives
- Systems Integrators

Subtracks (Connectivity and Integration):

Messaging Infrastructure: This subtrack features sessions and hands-on labs on administration, deployment, optimization, security and performance tuning of the WMQ family of products that comprise IBM's universal messaging backbone.

Products covered in this subtrack:

- WebSphere MQ
- WMQ File Transfer Edition
- WMQ Advanced Message Security
- WMQ Telemetry Transport
- WMQ Low Latency Messaging
- Sterling Managed File Transfer

Topics covered in this subtrack:

- Updates for WebSphere MQ Products
- Sterling Managed File Transfer Vision, Strategy and Product Update
- Building a Managed File Transfer Center of Excellence
- Modernizing File Transfer Infrastructure
- WebSphere MQ Best Practices for Scalability, Security, and Clustering
- WebSphere MQ on z/OS
- WebSphere MQ Systems Management and Performance Tuning

Enterprise Integration: This subtrack features sessions on how businesses can make use of a comprehensive, flexible and consistent approach to integration, while reducing the complexity by implementing an ESB for loosely coupled application integration. This subtrack focuses on how to use ESBs for building mediations, including best practices and customer stories on using IBM ESB products to implement mediations. The subtrack includes sessions on WebSphere Message Broker, WebSphere DataPower Appliances, WebSphere ESB, and Cast Iron Integration Solutions. It highlights their unique strengths in application integration. Additionally, businesses need to share services across business boundaries following a merger or acquisition, or as a result of multi-enterprise collaboration. This subtrack includes sessions on Service Federation to help clients easily share services across isolated service domains, resulting in increased interoperability, service reuse and visibility. Attendees will learn how to maximize the effectiveness of their application integration environment with dynamic service connectivity by leveraging WebSphere Service Registry and Repository to increase business agility and growth.

Products covered in this subtrack:

- WebSphere DataPower Appliances
- WebSphere Enterprise Service Bus
- WebSphere Message Broker and WebSphere Message Broker Toolkit
- WebSphere DataPower Cast Iron Appliance XH40
- WebSphere Transformation Extender

Topics covered in this subtrack:

- DataPower Appliance Updates
- Hybrid Connectivity
- Service Federation Management
- ESB Product Performance Tuning and Best Practices, HA and Security
- Monitoring and Auditing with WebSphere Message Broker
- Pattern-Based ESBs

B2B Integration: This subtrack features sessions that demonstrate how IBM products and solutions can connect beyond the business to customers, suppliers and partners to increase the speed and reliability with which SOA applications and services can be extended beyond organizational walls.

Products covered in this subtrack:

- Cast Iron Systems
- Sterling B2B Integration Suite
- WebSphere Datapower B2B Appliance XB60

- WebSphere Transformation Extender

Topics covered in this subtrack:

- B2B Portfolio Overview
- Expanding and Automating your B2B Community and Collaboration
- B2B Collaboration Challenges in a Global Economy
- WebSphere Transformation Extender Integration with Other Products
- WebSphere Transformation Extender Performance Tuning and Design Studio
- Software-as-a-Service (SaaS) and Cloud Integration

Track #5: Smart SOA

This track focuses on SOA best practices for designing and integrating flexible systems that are aligned with business needs. It features examples, from initial SOA projects to advanced enterprise-wide initiatives, of how customers have improved their business outcomes. Sessions in this track will cover how to establish a messaging backbone by leveraging ESB constructs in products like WebSphere Message Broker, WebSphere Enterprise Service Bus, and DataPower XI50. Topics will explore how to eliminate redundancies by promoting the reuse of existing services, including the importance of a registry in an SOA with WebSphere Enterprise Service Bus Registry Edition. This track also examines how to federate across multiple domains with service federation management, as well as SOA governance models and practical implementations of governance enabled by WebSphere Service Registry and Repository and Rational Asset Manager. Sessions will explore how enhancements to SOA governance enable governance of cloud-based solutions. Attendees will learn strategies for integrating information and processes in an SOA with IBM InfoSphere and BPM.

This track also includes sessions that will enable architects and IT Executives to overcome the challenges of achieving an enterprise SOA model by incrementally building a path to SOA, while delivering a steady stream of business value. The Service Oriented Modeling and Architecture method (SOMA), as well as tools like Rational Software Architect and Rational Software Modeler, can aid in identifying business-aligned services. This track also examines the linkages between SOA, BPM, and Enterprise Architecture; and how to govern complex enterprise change.

Value Proposition:

- SOA Implementation can:
 - Reduce integration expense
 - Increase asset reuse

- Help achieve Business and IT alignment
- Increase business agility
- SOA governance can:
 - Increase operational control and flexibility
 - Improve alignment across IT and business roles
 - Improve consistency within and across lines of business

Target Audience:

- Enterprise Architects
- IT Executives
- LOB Executives
- IT Consultants
- IT Project Managers
- System Integrators

Subtracks (Smart SOA):

SOA in Action: This subtrack will include sessions on creating a scalable, service-based enterprise. Real world examples from clients, business partners and the IBM community will highlight topics ranging from first steps in an SOA journey, like getting started with a strong foundation, to more mature stages involving connecting people, processes and information, to adding intelligence to the enterprise with advanced analytics and real-time business events. Sessions will present a cross-industry focus and include discussion on pre-packaged best practices and industry applications.

Products covered in this subtrack:

- IBM Portfolio of Products

Topics covered in this subtrack:

- Client, Business Partner, and IBM SOA Stories

SOA Principles and Practices: This subtrack includes sessions on software construction principles, as well as using proven methodologies and patterns in architecture, development, project management and implementation to build flexible and business-oriented service architectures. It serves to demonstrate IBM's expertise on how to achieve process integrity, the ability to conduct reliable business activity in a secure, scalable SOA environment with seamless integration at every level.

Products covered in this subtrack:

- Rational Software Architect

- WebSphere portfolio of products

Topics covered in this subtrack:

- Methodologies
- Best Practices
- Architectural Patterns
- Cloud Architecture

SOA Governance: This subtrack includes an update on IBM's SOA Governance story and the latest SOA Policy Management capabilities. Topics covered will include policy management, information governance, monitoring and reporting. Sessions will provide insight into how to enable service level management authoring, administration, enforcement and reporting using IBM's SOA foundation of products. This subtrack also explores how to manage complex organizational change.

Products covered in this subtrack:

- WebSphere Service Registry and Repository
- WebSphere Service Registry and Repository Advanced Lifecycle Edition
- Rational Asset Manager

Topics covered in this subtrack:

- Managing Organizational Change
- Service-Level Agreements
- Policy Management
- Master Data Management

Track #6: Smarter Commerce and Exceptional Web Experience

This track features sessions describing how IBM can help organizations deliver more personalized Web Experiences and support their end-to-end Cross-Channel Commerce needs, from marketing and selling to order management and fulfillment. Find out how your organization can be enabled to attract and retain the best customers, improve brand loyalty, increase customer satisfaction and lower operational costs, while driving more top-line revenue. Sessions across the two sub-tracks will examine how businesses can meaningfully interact with customers, advance their online experience beyond "one-way information sharing", influence customer buying behavior and deliver seamless shopping experiences across multiple channels. Included will be demonstrations, lectures, hands-on labs and customer testimonials on the portfolio of IBM products that deliver against these needs.

Some specific products to be discussed in this track include: IBM WebSphere Portal, IBM Customer Experience Suite, IBM WebSphere Commerce and IBM Sterling Selling and Fulfillment Suite.

Value Proposition:

IBM's Portal and Commerce solutions enable organizations to:

- Stand out from competitors by driving revenue and increasing brand loyalty
- Attract and retain the best customers through targeted, consistent marketing campaigns and exceptional online experiences
- Expand into new channels such as mobile devices and find out how to leverage social networking as part of the customer's online experience
- Reduce supply chain risk and expand trade networks quickly
- Achieve end-to-end order visibility and execution management across disparate systems, suppliers and partners
- Reduce end-user IT support costs
- Leverage market leading web analytics and optimize marketing tactics
- Experience the value of distributed order management

Target Audience:

- Architects
- IT Executives
- Web Designers
- Business Analysts
- LOB Executives
- Chief Marketing Officers

Subtracks (Smarter Commerce and Exceptional Web Experience):

Smarter Commerce: This subtrack describes IBM's Smarter Commerce strategy and solutions portfolio, which includes IBM WebSphere Commerce and the IBM Sterling Order Management and Fulfillment offerings. Attendees will learn how this portfolio can be used to support the complete, end-to-end cross-channel commerce needs of organizations that transact in B2C, B2B and extended business models. From marketing and selling, to order management and fulfillment, IBM enables organizations to provide a seamless experience that addresses the needs of always-connected individual customers across multiple channels, blending the latest in web, mobile and social technologies.

Products covered in this subtrack:

- WebSphere Commerce
- Sterling Selling and Fulfillment Suite

Topics Covered in this subtrack:

- WebSphere Commerce and Sterling Commerce providing the best of breed, end-to-end customer interaction experience
- Advanced Modeling with Sterling Configurator
- Leveraging Analytics Capabilities to Drive Business Success
- Value of Distributed Order Management
- Mobile Commerce
- Business-to-Business e-Commerce
- Social Commerce
- Leveraging WebSphere Commerce Search Solution
- WebSphere Commerce and Sterling Customer Stories

Delivering Exceptional Web Experiences: This subtrack, which focuses on IBM WebSphere Portal and the IBM Customer Experience Suite, will emphasize how to build and optimize the right combination of capabilities to create exceptional web experiences. Sessions will cover how organizations can bring together leading capabilities including content management, enterprise portal framework, cloud services, social and real-time communication, search, personalization, marketing tools, mobile device support, real-time analytics, and rich-media management. Learn how these capabilities deliver highly engaging, personalized, and differentiated web experiences that meet the evolving needs of today's consumer.

Products covered in this subtrack:

- WebSphere Portal
- IBM Customer Experience Suite

Topics covered in this subtrack:

- Portals
- Content Management
- Commerce Portals
- Mobile Portals
- Web Analytics
- Social Networking

Track #7: Implementing Industry Solutions for Improved ROI

Because each industry faces unique challenges, Impact includes a special track in which clients can benefit from their peers. Attendees will hear from those who have successfully delivered business integration, designed flexible and secure application and transactional infrastructure, or enabled dynamic and interconnected business processes to address their business needs.

Value Proposition:

- Attendees can learn from industry experts who have successfully leveraged WebSphere technology to design, develop and connect flexible infrastructures aligned with their business needs.

Target Audience:

- Solution/Software Architects
- IT Executives
- Software Design and Development Professionals
- LOB Executives

Subtracks (Implementing Industry Solutions for Improved ROI):

Banking and Financial Markets: As the markets continue to regain equilibrium, financial institutions have to decide how to operate and thrive in the “new normal.” Sessions in this subtrack will focus on the technology behind successful new business models, including BPM, SOA, and cloud computing solutions successfully implemented within the context of powerful industry frameworks.

Communications Service Providers: The communications industry has gone through more change in the past ten years than the previous hundred – and the fundamentals of the business continue to evolve. As the industry enters its second century, communications service providers (CSPs) cannot miss out on technologies that help them differentiate customer experience, improve operational efficiencies, reduce costs and enable new services and business models to generate revenues faster. Sessions in this subtrack will focus on successful technical implementations that made a difference for IBM clients.

Energy and Utilities: The sessions of this subtrack will demonstrate how utility networks leverage WebSphere technology to meet the challenges of global economic and environmental pressures, helping companies become more efficient and transform their traditional infrastructure.

Government: Even in a difficult environment, government leaders are expected to improve key services and implement policies that make a lasting contribution to the economic health and welfare

of their communities. This subtrack will provide them with concrete examples of how WebSphere technology has helped government agencies around the world achieve these goals.

Healthcare and Life Sciences: As the field of medicine advances, demand for healthcare services increasingly surpasses supply, exposing critical structural flaws in the systems and processes used to deliver this care, and raising costs to crippling levels. More than ever, technology is needed to achieve higher quality, deliver collaborative care solutions and contain costs. Attendees will learn how the WebSphere portfolio, together with other IBM software, provides a solid basis for successful system transformations.

High Tech and Manufacturing Industries: Electronics, automotive and aerospace companies are creating smarter products that are transforming our world and the way in which we interact with it. Sessions will explain how IBM software and services help high tech companies and manufacturers be more responsive to new market opportunities, improve customer services and cut costs.

Insurance: Factors such as the explosion of emerging markets, expansion into new market segments, and an increase in wealth accumulation around the world, will cause the annual premium income for global insurance companies to more than double by 2025. How will insurance carriers take advantage of these unprecedented opportunities? Sessions in this subtrack will explore how WebSphere technology helps carriers improve risk management, provide greater customer value and ensure long-term profitability.

Retail, Consumer Products: The single greatest change in retailing today is happening not with retailers, but with consumers. Consumers have never had more control over their shopping experience. So, how can retailers take advantage of these changes to achieve new growth? Attendees will learn about the critical role IBM WebSphere technology plays in driving smarter operations, generating new revenues and increasing customer loyalty.

Travel and Transportation: The integration of technology and intelligence into the transportation infrastructure can improve capacity, enhance travelers' experiences, and make our transportation systems more efficient, safe, and secure. Sessions in this track will focus on the IBM industry framework and WebSphere technologies that contribute to making these changes happen.

Impact for IT Professionals and Developers

that address the informational and educational needs of IT executives, architects, administrators, software developers and business and process analysts. Several key technology themes are planned for Impact 2011:

The Impact 2011 Technology Program offers sessions on a wide variety of topics, IBM products and solutions that address the informational and educational needs of IT executives, architects, administrators, software developers and business and process analysts. Several key technology themes are planned for Impact 2011:

- Cloud Computing for greater operational efficiency,
- BPM to optimize processes and decisions,
- Messaging as a universal bridge to new technologies,
- Application and B2B Integration to reduce the complexity of connecting applications, and
- Application Development of highly available and scalable applications and situational applications to meet rapidly changing business needs.

The Technology Program also provides education on application deployment and methodologies for optimum performance to best meet business objectives, and on cross-channel commerce solutions.

Throughout the Impact Technology Program, emphasis will be placed on messaging infrastructure, architecture and development using the IBM WebSphere MQ family of products. The program offers development and administration content for the WebSphere MQ family, including WebSphere MQ File Transfer Edition, WebSphere MQ Low Latency Messaging and WebSphere MQ Telemetry Transport. The descriptions for each of these products will start out with product technical overviews and updates on the latest releases. Sessions will progress into intermediate and advanced content presented by the IBM Hursley Development and Services teams. Attendees who are experienced WMQ administrators will have the opportunity to discuss with peers WMQ administration best practices, problem determination, clustering and migration planning for both distributed operating systems and WMQ on z/OS. Administrators will also benefit from content on WMQ security hardening and WMQ Advanced Message Security edition. Sessions for developers will cover WMQ clients and provide an update on programming with the APIs.

Cloud Computing

Cloud computing is a pervasive theme throughout all the tracks in the Technology Program. No matter where organizations are in the adoption cycle of cloud computing, from information gathering to monitoring and managing a virtualized service-enabled infrastructure, they will find technical information on the advantages of virtualization, commodity-based computing and automation, as well as information on risk, policy and compliance issues, cost models, governance and development of cloud services.

Analysts and IBM thought leaders will set the stage for the discussion by reviewing key trends on the risks and rewards of cloud computing. IBM cloud architects will share the latest products and updates to existing products that enable private, public and hybrid clouds. Attendees will find that IBM cloud technology provides the components and solutions that enable clients to implement all generally accepted facets of cloud computing. Discussions on cloud computing will begin with sessions on IBM's infrastructure components in the Infrastructure-as-a-Service (IaaS) paradigm. Sessions will demonstrate the exceptional value of IBM's middleware products for cloud service providers and for clients who need to reap the benefits of private enterprise clouds. Attendees will learn how IBM middleware products support automation, standardization, virtualization and optimization of infrastructure services. They will also learn about the evolution of WebSphere CloudBurst Appliance, a cloud management device in an appliance form factor, and its capabilities to create, deploy and manage virtualized WebSphere application environments in an on-premises cloud. Customers will share their stories on WebSphere Virtual Enterprise, which improves the resilience and dynamicity of an infrastructure. For attendees who already have WVE deployed, WVE experts will discuss the details of how to implement and tune WVE to provide continuous availability and interruption-free application upgrades. IBM Development experts will discuss how WebSphere eXtreme Scale can be used to achieve extremely high throughput by being implemented as an enterprise-wide or cloud-wide, in-memory data cache. Sessions geared towards administrators will explain how to manage, monitor, secure and automate a cloud infrastructure. Administrators and architects can learn how to exploit the legendary security and service quality of the System z platform for a private cloud to help consolidate data centers for tremendous cost savings and efficiency.

Continuing the theme of products that underpin a cloud-based infrastructure, another key aspect to infrastructure services is the ability to secure on-premises legacy and enterprise resource planning (ERP) systems and integrate them with off-premises cloud-based services. Attendees will learn how hybrid connectivity is made possible by WebSphere Cast Iron Cloud integration. Sessions will

demonstrate how a cloud-based infrastructure can be secured using WebSphere DataPower, and how data maps and transformations can be conducted using WebSphere Transformation Extender.

At Impact 2011, sessions on Application Development will demonstrate how to develop and test the cloud with Rational software. Lectures and labs will cover emerging programming model standards for cloud computing, and attendees will learn how to develop Web 2.0 applications for multi-tenant environments.

A broad and deep selection of content on IBM's Software as a Service offerings will enable clients to access applications and large amounts of virtual computing power. These offerings include Sterling Commerce, BPM Blueprint, Unica and Coremetrics. Sessions will discuss Sterling Commerce as-a-Service product solutions, which include Sterling B2B Collaboration Network, Sterling B2B Integration Services, Sterling Community Manager, Sterling e-Invoicing, Sterling Order Management, Sterling Catalog and Offer Management, Sterling Configure, Sterling Price, Sterling Quote, Sterling Transportation Management, Sterling Supply Chain Visibility and Sterling Warehouse Management. Many IBM middleware products are also available on the Amazon EC2 cloud, including WebSphere Application Server, WebSphere eXtreme Scale, WebSphere sMash and WebSphere Portal Server.

BPM and Decision Management

Process improvement is a top priority for organizations looking to achieve higher quality with less effort. Business process management, business rules management and business event processing are enabling companies to improve customer interactions, quickly adapt and innovate their business models and increase operational efficiency. These technologies facilitate collaboration between Business and IT to drive business agility by empowering business users to directly participate in change and governance initiatives, rather than having IT translate requirement documents and implement code.

BPM and Decision Management sessions at Impact will showcase the comprehensive set of offerings from IBM that can improve business outcomes for clients through flexible capabilities for managing processes, rules, analytics, collaboration and events. These sessions will also highlight how companies can improve business results whether considering a process improvement project to get started or embarking on an enterprise-wide transformational initiative.

The general technology sessions targeting business users and process analysts will focus on how knowledge in discovering, mapping, documenting, measuring and optimizing processes can lead to better business solutions. More technical sessions for IT professionals will provide insight into the best practices of implementing IBM products and services as well as how their expertise can best align with goals of the Business while maintaining process infrastructure. Sessions in the track will explore the nuts and bolts of administration, deployment, optimization, migration, security and tuning of products that comprise IBM Business Process Management Systems, including WebSphere Process Server and WebSphere Lombardi Edition. Other products covered in this track include the WebSphere ILOG Business Rule Management System and WebSphere Business Events, along with integrations between the various products in the BPM and Decision Management portfolio.

Application Development

Impact 2011 will provide broad, in-depth coverage of enterprise application development trends for 2011 and beyond. The conference will unveil the latest tools, emerging standards and evolving software development delivery model with the promise of cloud computing. Attendees will have opportunities to meet the senior technical development staff; the brains behind IBM and WebSphere software. In the hands-on labs, attendees can work through detailed development scenarios using WebSphere Integration Developer, Rational Application Developer, WebSphere sMash and many other products. The labs will provide the opportunity to explore programming models including Java EE and JPA, Service Component Architecture and OSGi applications. Mobile development tools and techniques will be featured in both lectures and labs. Sessions in the Application Development track will cover the latest WebSphere Application Server Feature Pack updates for programming with XML, Service Component Architecture, OSGi applications and Web Services. Sessions will also cover CICS tooling and problem determination tools.

Impact 2011 will feature the Product Technology Center, where the technical community can get in-depth experience with products and have their product questions answered. Multiple Meet the Experts sessions, which are informal and unscripted, will provide the opportunity for attendees to network with experts and discuss performance, security and products, including WebSphere Application Server and Rational tooling. Over thirty open labs can be taken at any time during the week that the Product Technology Center is open. The labs provide attendees with the opportunity to try out the latest releases of many different products.

Customer Feedback sessions, which are interactive sessions in which IBM Product and Development Managers listen to customer requirements and feedback, encourage attendees to speak directly with product managers, designers and architects about their ideas and needs, and to test-drive new products and tools.

In addition to a full track of beginner, intermediate, and advanced topics designed to meet the educational needs of developers, Impact 2011 will have a participant-driven “unconference” on April 14, allowing developers to share their knowledge and join in open discussions with the developer community. Those who plan to participate can suggest and vote on the topics they would like to talk about at the WebSphere “unconference” wiki. Topics can also be scheduled on-site. The Impact 2011 web site has more information on how to vote for topics and learn from other developers.

Application Infrastructure and Deployment

Impact 2011 features detailed coverage of the WebSphere Application Server infrastructure. WebSphere Application Server architects will describe the latest updates to the WebSphere Application Server platform. The Application Infrastructure track includes a detailed series of presentations on WebSphere Security and updates to the WebSphere security components, plus issues surrounding securing applications in the cloud. WebSphere administrators will learn the details of how to create a hardened WAS security environment. Developers will learn about options and checklists for hardening their enterprise applications and integrating them with Tivoli directory and identity management software. Administrators will also find a set of detailed sessions on how to optimize the performance of WebSphere applications, from both the application and infrastructure perspectives, including tuning parameters of the underlying Java Virtual Machine (JVM) and special tuning considerations when running WebSphere Application Servers on multi-core processors. Customers who have deployed large production infrastructures based on WebSphere Application Server Network Deployment and WebSphere Virtual Enterprise will share their insights. Sessions will also cover best practices for application testing and monitoring.

WAS and CICS are the only application servers that span all platforms. System z and zLinux administrators can learn how to exploit the security and scaling features available in these platforms. Enterprise architects will learn how to deploy applications based on “right fit” within the hybrid environment of the zEnterprise. CICS administrators will benefit from a detailed subtrack on systems management, performance, security, problem determination and workload management of CICS

servers. Sessions will include coverage of CICS Explorer, which is a point of integration for CICS operations and development teams.

Application and B2B Integration

The WebSphere Application and B2B Integration portfolio enables partners, customers and suppliers to conduct business efficiently and securely. Impact attendees will learn about IBM's software and appliance Enterprise Service Bus offerings, including WebSphere Enterprise Service Bus, WebSphere Message Broker and the WebSphere DataPower family of appliances. The Connectivity and Integration track includes sessions on how to configure, administer, deploy and harden an enterprise service bus (ESB), as well as sessions on programming mediations and transformations. Due to acquisitions, mergers and other circumstances, large companies often have multiple enterprise service bus domains; attendees will learn how to federate ESBs and integrate them with registry offerings including WebSphere Services Registry and Repository. Pattern-based approaches to integration with ESBs will be explored. IBM customers will discuss how they have seen great returns on investment from their ESB implementations.

Impact includes sessions on extending connectivity outside the enterprise to business partners and clients. Attendees will learn about updates to WebSphere Transformation Extender, which addresses complex data integration challenges and enables developers to integrate with a range of industry-standard data formats for the healthcare, insurance and financial services industries. Sessions will cover the WebSphere DataPower XB60 B2B Appliance, which provides DMZ-grade security for connections to trading partners. Connectivity between on-premises applications and cloud-based services will be demonstrated using the WebSphere Cast Iron Cloud Integration appliance.

IBM Commerce solutions

IBM's Cross-Channel Commerce strategy and solutions portfolio, which includes IBM WebSphere Commerce and the IBM Sterling Order Management and Fulfillment offerings can be used to support the complete, end-to-end cross-channel commerce needs of organizations who transact in B2C, B2B and extended business models. From marketing and selling to order management and fulfillment, IBM enables organizations to provide a seamless experience that addresses the needs of always-connected individual customers across multiple channels, blending the latest in web, mobile and social technologies. Attendees will learn about IBM's market leading commerce capabilities and market leading web analytics and marketing optimization solution. Sessions will also highlight our market leading distributed order management solution which

provides end-to-end order visibility and execution across disparate systems, suppliers and partners.
Leading supply chain execution and optimization capabilities will also be discussed.
Both on-premise and as-a-Service delivery models are included.