

IBM Software

Impact2012

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Technology Program

Track and Sub-track Descriptions

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The Technology Program

The Impact 2012 Technology Program offers a wide array lectures, workshops, hands-on labs and Meet-the-Experts sessions that demonstrate how IBM's technology can quantifiably drive better business results. Technology leaders from IBM, client companies, and business partners will share their knowledge, experiences and insights with on successful implementations with application and integration middleware. This program will cover the latest WebSphere, BPM, cloud computing, business analytics, social business and mobile solutions from IBM – plus much more.

Analysts, business partners, leading developers, architects, and integrators will explain how to build, deploy and manage solutions with Rich Client Platform tools from Rational as well as lightweight Web 2.0 tools for the WebSphere Application Server family. There are sessions that will focus on complex enterprise solutions including using CICS as transaction processing solution to provide high availability and scalability at a low cost per transaction. Wherever you are in the cloud computing adoption cycle, the Impact 2012 Technology Program will have information to help organizations take advantage of the cloud – not only to build infrastructure, but also to build and deliver new applications, services and business models. Learn how IBM Workload Deployer, WebSphere eXtreme Scale, WebSphere Virtual Enterprise, and Tivoli systems management software can enable flexibility, scalability and while overcoming the concerns with security, compatibility with existing applications, privacy, and performance when adopting the cloud.

IBM Connectivity & Integration offers fast, flexible, and reliable access to information whether it resides across divisions, outside the enterprise or in the cloud. It enables organizations to bridge people, processes, and applications to speed innovation, increase collaboration and get clients closer to their customers. Enterprise and Cloud integration scenarios will be explored and solved with the use of IBM WebSphere DataPower SOA Appliances, WebSphere Message Broker, WebSphere Cast Iron Integration and IBM Sterling B2B Integration and WebSphere MQ.

The program will demonstrate how you can use BPM software and solutions to optimize business processes with IBM Business Process Manager. Learn how to gain insight from visibility of business activities with. Gain insight from visibility of business activities across processes and systems with WebSphere Business Monitor. Explore how to automate, optimize, and govern repeatable business

decisions with WebSphere Operational Decision Management. Discover how IBM BPM can help achieve total visibility and management of your business processes with process automation and process discover and design to link business strategy to process execution. This program will also focus on IBM's Smart SOA, SOA Governance and how SOA supports new business-centric technologies such as Smart Work and cloud computing. We will share decades of best practices that strengthened our existing infrastructure and messaging products such as WebSphere Application Server and WebSphere MQ. This information will enable you to secure, harden, extend and evolve your in-house infrastructure and build private and hybrid clouds and virtualized architectures using the WebSphere family of products.

With more than 500 sessions to choose from, the Program will show you how to successfully implement IBM's Technology, give you the opportunity to develop new skills and help you find solutions to the challenges within your enterprise. It will also provide networking opportunities with industry peers, leading analysts, leading developers and product architects from IBM.

The program will explain:

- How cloud, optimization and application middleware can deliver flexibility, efficiency and cost savings
- How to best use emerging development standards in an enterprise environment
- How intelligent application connectivity can reduce costs and increase revenue
- How to improve business agility and promote business & IT alignment through BPM implementation

Target Audience

The target audience for the Technology Program includes:

- Architects
- Application Programmers
- Business Analysts
- Enterprise Architects
- Infrastructure Managers
- IT Consultants
- IT Executives

- IT Project Managers
- LOB Executives
- Software Engineers
- System Integrators
- Web Designers
- Web Programmers

Relevant Messaging to the Technical Audience

The Impact 2012 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 2012:

- Mobile Computing
- Cloud Computing
- Business Analytics and IBM Watson
- Social Business
- Workload Optimized Systems
- Software Development Platforms

The Technology Program consists of Six Tracks as follows:

1. Current Trends and Future Directions in Technology
2. Application Infrastructure
3. Application Development
4. SOA, Connectivity and Integration
5. BPM and Decision Management
6. Implementing Industry Solutions for Improved ROI

Track #1: Current Trends and Future Directions in Technology

This track will feature a select number of sessions that highlight the expertise of thought leaders emphasizing the growing value of new technologies as a key driver for greater business value and agility. The sessions will demonstrate how emerging technologies, including Cloud Computing, mobile computing, and agile management have the potential to transform and deliver IT services, driving innovations across the business. Expert advice will help IT leaders and Tech-savvy business leaders incorporate these new technologies into their strategic plans, and position themselves to optimize their investments.

Value Proposition:

This track will help IT leaders and organizations:

- Understand how emerging technology trends can fundamentally transform an organization's IT infrastructure
- Identify and plan to incorporate specific trends that will drive business value for your organization

Target Audience:

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

This track has no sub-tracks.

Track #2: Application Infrastructure

This track will cover Application Infrastructure solutions that enable you to intelligently manage your application environment for improved operational efficiency and performance, enhanced security and control and cost optimization. You will learn how to leverage a proven foundation for your applications and services through IBM offerings such as WebSphere Application Server and CICS. You will discover how to deliver and scale new services leveraging private clouds and how to support new business models with Mobile delivery. In addition, we will discuss how to establish faster, more consistent virtualized application environments that are easier to deploy, customize, and manage while delivering superior IT economics. Find out how you can maximize the security and control of application infrastructure through industry leading management capabilities. Share best practices and hear about lessons learned from colleagues and subject matter experts in interactive sessions. Finally, discover how to quickly take advantage of WebSphere Application Infrastructure solutions by migrating applications and services from costly or unsupported non-IBM application servers to ones that economically optimize your business needs.

Value Proposition:

Enable innovation, control costs and increase flexibility with IBM Application Infrastructure offerings.

- Reduce IT labor cost by simplifying configuration, operations, management and monitoring
- Improve capital utilization, thereby significantly reducing license costs
- Utilize virtualization to optimize your infrastructure and batch processing to automate and consolidate workloads
- Reduce provisioning cycle times from weeks to minutes
- Improve quality
- Leverage rapid cloud deployment and enhanced scalability through elastic caching

Target Audience:

- Enterprise Architects
- Infrastructure Managers
- IT Consultants
- IT Project Managers

- Operations Managers
- Software Engineers
- System Administrators

Sub-tracks:

WebSphere Application Server Infrastructure: This sub-track explores how the WebSphere Application Server offers a simplified yet high performing foundation for flexible and intelligent application control and runtime efficiency so you can respond to evolving business needs quickly and reliably.

Products covered in this sub-track:

- WebSphere Application Server v8
- IBM Tivoli Composite Application Manager
- Rational Automation Framework for WebSphere
- WebSphere DataPower XC10
- WebSphere Portal

Topics covered in this sub-track:

- What's new in WAS
- Testing & Debugging
- Administration
- System z
- Installation
- Problem Determination
- Mobile Platform
- Deployments
- Migrations
- Disaster Recovery

CICS Transaction Server Infrastructure: This sub-track explores the latest features of CICS as a modern, dependable, cost-effective application platform that offers industrial-strength transaction processing and flexibility to meet the needs of the next generation of business users. In this sub-track there is something for every discipline regarding all aspects of the CICS Portfolio. Whether you are an

Architect designing your future business processes, an Application Developer looking for the most efficient way to code, test and deploy an application in CICS, an IT manager looking to control costs and resources or a System Programmer focused on tuning performance and configuring the system this track offers you insight into what is available to make your CICS experience more rewarding.

Products covered in this sub-track:

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

Topics covered in this sub-track:

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

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

Products covered in this sub-track:

- WebSphere Application Server v8
- Tivoli Access Manager for Enterprise
- Rational AppScan
- IBM Tivoli Composite Application Manager
- WebSphere DataPower XC10

Topics covered in this sub-track:

- Problem Determination
- Systems Management
- Application Security
- Identity Management

- SSO
- Data Security
- System z
- Web Threats

Cloud Computing, Platforms and Applications: This sub-track will explore the WebSphere infrastructure technologies that enable you to evolve your datacenter infrastructure to support private clouds and hybrid clouds. You will learn how to centralize and standardize hardware resources and dispense application infrastructure services dynamically based on need. We will explore how WebSphere dynamic application infrastructure can dynamically adjust system resources to meet demands and how to improve the resiliency of your systems. Sessions will cover how to tune and optimize your WebSphere infrastructure for maximum performance and extreme transaction processing.

Products covered in this sub-track:

- WebSphere eXtreme Scale
- WebSphere Virtual Enterprise
- IBM Workload Deployer
- Compute Grid
- Rational Automation Framework for WebSphere
- WebSphere DataPower XC10

Topics covered in this sub-track:

- Cloud Computing
- XTP
- Batch
- Virtualization
- Performance Optimization
- Power7

Track #3: Application Development

This track will focus on tools and methodologies that help you deliver innovative solutions faster and reach customers in new ways in order to increase customer satisfaction, reduce costs and build competitive advantage. It will feature theoretical and hands-on instruction on Java Enterprise Edition application development using IBM tools, both on the desktop and in the cloud. Hear about best practices from colleagues and subject matter experts and learn how to develop applications using several WebSphere Application Server Programming Models and open source development options. There will be sessions on OSGi, 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 and XML programming techniques and tips will also be discussed.

Value Proposition:

Develop, manage and deploy new, quality applications and SOA services faster.

- Reduce the time to deliver new applications
- Utilize diverse developer skills using comprehensive open standards-based programming models
- Consolidate workloads and reduce costs
- 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
- Server-side and Web Application developers

- Software Developers

Sub-tracks:

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

Products covered in this sub-track:

- Rational Application Developer for WebSphere
- Rational Team Concert
- Rational Developer for System z
- WebSphere Portal
- Rational Asset Manager
- Rational Build Forge
- Rational Software Architect

Topics covered in this sub-track:

- Cloud Development
- Software Delivery Lifecycle
- Testing and Debugging
- Development for Mobile Devices
- What's New in tooling
- System Z tooling
- Best Practices

Java Development and Programming Models: This sub-track covers updated support for the latest Java EE specifications and other open programming models supported by WebSphere including OSGi and Service Component Architecture. The latest JPA and EJB features will be discussed along with hands-on instruction.

Products Covered in this sub-track:

- Rational Application Developer for WebSphere
- IBM Expeditor

- WebSphere Application Server
- Rational Software Architect

Topics Covered in this sub-track:

- Java EE
- EJB 3x
- Service Component Architecture
- JPA
- Open Source
- OSGi
- XML/XSLT
- JAX-RS
- JSF
- Bean Validation (JSR-303)

Mobile and Web 2.0: This sub-track explores the development of rich internet applications that facilitate collaboration, interactive information sharing, social networking, and integration of information from diverse sources and are optimized for mobile devices. 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 sub-track:

- Rational Application Developer
- WebSphere Application Server
- WebSphere Portal

Topics covered in this sub-track:

- AJAX
- Scripting languages (PHP, Groovy)
- Mashups
- REST
- Dojo Toolkit
- HTML5
- CSS

- JAXRS
- Dojox Mobile
- phonegap
- Web 2.0 & Mobile Feature Pack

Track #4: SOA, 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 your business and into the Cloud. Sessions will explore the universal connectivity backbone and administration, security, problem determination and performance for 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. You 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 will feature sessions for developers and administrators on integrating services through IBM's Enterprise Service Bus software, including the latest offerings in the family of WebSphere Message Broker and WebSphere Enterprise Services Bus. You will learn how to integrate across departments, ESB products and domains using service federation management patterns and WebSphere Service Registry & Repository.

This track will also extend the integration discussion to purpose-built integration appliances, highlighting the latest in the family of WebSphere DataPower appliances as well as new news for the WebSphere Cast Iron appliance.

Another topic of discussion will be IBM's opportunities offered and challenges posed by Cloud computing from an Integration middleware perspective. Whether an enterprise starts moving select business services into public clouds (SaaS) or make use of cloud-based IT resources in public or private clouds (IaaS, PaaS), they need to integrate the new cloud-based resources and services with their existing ones with WebSphere Cast Iron.

Additionally this track will feature sessions on Service Oriented Architecture (SOA), with architect-focused sessions ranging from business-centric IT architectural approach that supports integrating

your business as linked, repeatable business tasks, or services to the governance required to properly manage the solutions.

Value Proposition:

Key take-aways from this track:

- 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

Sub-tracks:

Messaging Infrastructure: This sub-track features sessions and hands-on labs on administration, deployment, optimization, security and performance tuning of the products that comprise IBM's universal messaging backbone, including WebSphere MQ, WebSphere MQ Low Latency Messaging, WebSphere MQ File Transfer Edition, WebSphere MQ Telemetry Transport, WebSphere MQ Advanced Message Security and IBM Sterling Managed File Transfer.

Products covered in this sub-track:

- 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 sub-track:

- 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 sub-track features sessions on how businesses can make use of a comprehensive, flexible and consistent approach to integration while reducing the complexity. Key to this is implementing and administering an ESB for loosely coupled application integration. This sub-track focuses on how integration developers can use the ESBs for building mediations, including best practices and customer stories on using IBM ESB products to implement mediations. The sub-track will include sessions on WebSphere Message Broker, WebSphere ESB, as well as DataPower and Cast Iron Integration Solutions, highlighting their unique strengths of simplifying and accelerating application integration with, securing your SOA, B2B, and cloud environments and reducing TCO while increasing ROI. Additionally, businesses need to share services across business boundaries due to a merger or acquisition, or as a result of multi-enterprise collaboration. This sub-track will include sessions on Service Federation that allow you to easily share and administer services across isolated service domains, resulting in increased interoperability, service reuse and visibility. Learn how to maximize effectiveness of your application integration environment with dynamic service connectivity by leveraging WebSphere Service Registry & Repository to increase business agility and growth.

Products covered in this sub-track:

- WebSphere Enterprise Service Bus
- WebSphere Message Broker and WebSphere Message Broker Toolkit
- WebSphere Transformation Extender
- WebSphere DataPower & Cast Iron
- WebSphere DataPower

Topics covered in this sub-track:

- 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
- Secure Edge Gateway

Cloud Integration: This sub-track explores the opportunities offered and challenges posed by Cloud computing from an Integration middleware perspective. How can the enterprise rapidly connect all their hybrid world of public clouds, private clouds and on-premise applications. This sub-track features WebSphere Cast Iron as an all-purpose appliance for accelerated integration development.

Products covered in this sub-track:

- WebSphere Cast Iron
- WebSphere DataPower
- WebSphere MQ Hypervisor
- WebSphere Message Broker Hypervisor

Topics covered in this sub-track:

- Connectivity in the cloud
- Hybrid cloud integration
- API Management

SOA Principles and Practices: This sub-track, targeted at enterprise and integration architects, 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 will also demonstrate IBM's commitment to achieving 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 sub-track:

- From all over IBM portfolio – focusing on those offerings that deliver and optimize SOA solutions (ESB, service gateway, registry & repository, BPM, analytics, rules & events)

Topics covered in this sub-track:

- Methodologies
- Best Practices

- Patterns
- Cloud Architecture
- Governance
- Service Repositories

SOA in Action: This sub-track will include sessions on creating a scalable service-based enterprise from all aspects of the adoption cycle from initial entry points through business transformation. Real world examples from clients, business partners and the IBM community will be featured.

Products covered in this sub-track:

- From all over IBM portfolio

Topics covered in this sub-track:

- Clients, BP, IBM SOA stories

Track #5: Business Process and Decision Management

This track focuses on technology that helps companies get started on projects that improves their business processes through automation and better decision-making capabilities. Whether you are looking to start on a specific initiative or adopt a broader Business Process Management and Operational Decision Management program for wider transformation across your organization, you will benefit from the greater simplicity, governance, visibility and control that only IBM can offer. Come learn how IBM's technology works hand-in-hand with our proven methodology for successfully delivering value driven projects. This track will showcase the comprehensive set of offerings that enables clients to discover, model, simulate, execute, adapt, monitor, automate and optimize core business processes, business rules and business events.

This track will cover everything about IBM's Business Process and Operational Decision Management portfolio from in-depth sessions about products to session around best practices on implementation. Attendees will learn why it's important to think big, start small and scale fast as they get started with an initial project and then incrementally grow to an enterprise level program in a way that proves value to the business throughout the entire transformation. This track will also highlight BPM and Operational Decision Management use cases straight from our clients as well as from IBM's experts who have a breadth of industry knowledge and track record of delivery high value for our clients.

Value Proposition:

Business Process and Decision Management is the best investment a company can make in order to make smart decision with agile business processes. IBM's Business Process Management software and services empower organizations of all sizes to not only meet but exceed their customers' expectations, not only react to, but anticipate shifts in their marketplace, and all of this while keeping costs under control. It takes a process aware and process driven organization to achieve this level of agility and IBM has both the tools and the knowhow to help transform you into one.

IBM WebSphere Operational Decision Management provides the power to intelligently automate a wide range of decisions across business processes and applications. Decision Management provides value to organizations that want to improve the responsiveness and precision of automated decisions.

- Process and decision automation can increase operational efficiency and reduce costs
- Decision management software provides control and flexibility in how you manage decision points in your processes
- Business Process and Decision Management 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
- Business Process and Decision Management promotes business and IT alignment by directly linking the business-produced model with the executable implementation

Target Audience:

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

Sub-tracks:

Projects to Programs – Approaches & Adoption: This sub-track features sessions and hands-on labs that show how IBM can help organizations optimize business performance by discovering, documenting, automating, and continuously improving business processes and decisions 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 as well as governance and change.

Products Covered in this sub-track:

- IBM Business Process Manager

- IBM Blueworks Live
- IBM WebSphere Operational Decision Management
- IBM Business Monitor
- IBM Business Process Manager for z/OS
- IBM WebSphere Operational Decision Management for z/OS
- IBM Business Monitor for z/OS

Topics Covered in this sub-track:

- Modeling and simulation
- Modeling for execution
- Human Task Integration
- Business and IT Alignment
- Visibility & Monitoring
- Business Process Reengineering Cycle
- What's New (Methodology)
- BPM Methodology
- Business Rules
- Governance
- Predictive Analytics
- Change

Process & Decision Technology Platforms: This sub-track features sessions and hands-on labs that will give attendees deep technical information on the products as well as the nuts and bolts of administration, deployment, optimization, migration, security and tuning, of the products that comprise of IBM's business process and decision management portfolio.

Products covered in this sub-track:

- IBM Business Process Manager
- IBM Blueworks Live
- IBM WebSphere Operational Decision Management
- IBM Business Monitor
- IBM Business Process Manager for z/OS
- IBM WebSphere Operational Decision Management for z/OS

- IBM Business Monitor for z/OS

Topics covered in this sub-track:

- What's New (Products)
- Performance, scalability, and stability best practices
- Migration
- Administration
- Problem Determination
- Business Process and Decision Management Topologies

BPM and Decision Management in Action: This sub-track will include sessions on Business and Decision Management enterprise solutions from all aspects of the implementation lifecycle, including best practices and lessons learned. Real world examples from clients, business partners and the IBM community will be featured.

Products covered in this sub-track:

- IBM Business Process Manager
- IBM Blueworks Live
- IBM WebSphere Operational Decision Management
- IBM Business Monitor
- IBM Business Process Manager for z/OS
- IBM WebSphere Operational Decision Management for z/OS
- IBM Business Monitor for z/OS

Topics covered in this sub-track:

- Customer Use Case Examples
- Best Practices
- Implementation Scenarios

Track #6: Implementing Industry Solutions for Improved ROI

Because each industry faces unique challenges, we have designed a special track that allows you to benefit from your peers. 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. These sessions will aim to provide 'best practices' for building innovative processes and mission critical applications that deliver business value.

Target Audience:

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

Sub-tracks:

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 will focus on the technology behind successful new business models, including BPM, SOA, cloud computing and mobile solutions successfully implemented within the context of powerful industry frameworks. You will learn how to create a customer-focused enterprise, increase flexibility of your organization, streamline operations and integrate governance and risk compliance.

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 transform. As the industry enters its second century, communications service providers (CSPs) cannot ignore technologies that help them differentiate customer experience, improve operational efficiencies, reduce costs and enable new services and business models to generate revenue faster. Join us and hear about successful technology implementations that made a difference for our clients.

Government: As governments face declining budgets and increasing operational costs, citizens continue to demand increased personal service and expanding contributions to the broader community. Sessions dedicated to this industry will provide specific examples solutions that have enabled Governments to cut costs, improve business processes, and provide citizen centric services to an expanding population base.

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, contain costs and accelerate augmentation of the medical common body of knowledge. Attend the sessions in this subtrack and learn how WebSphere portfolio, along with the rest of IBM software, provides a solid basis for successful clinical, heuristic, administrative/financial, research and teaching transformations.

Insurance: With the explosion of emerging markets, expansion into new market segments, and an increase in wealth accumulation around the world, the annual premium income for global insurance companies will more than double by 2025. How will you, as an insurance carrier, take advantage of these unprecedented opportunities? Join us and 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? Attend sessions in this subtrack and learn about the critical role IBM plays in driving smarter operations, generating new revenues and increasing customer loyalty.

Travel and Transportation: Airlines, car rental, hospitality, railway, and freight companies are just some of the travel and transportation companies that leverage technology and intelligence to improve operations. Technology helps these companies to improve capacity, enhance traveler's experiences, reduce operational costs, increase revenues, and augment safety and security. Sessions in this track will focus on the IBM industry framework and WebSphere technologies that contribute to make these changes happen.

Smarter Commerce: This subtrack demonstrates how Smarter Commerce increases the value that companies generate for their customers and partners in a rapidly changing digital world. Learn how Smarter Commerce portfolio solutions can help transform every phase of your commerce cycle, from buying to marketing to selling and service with the customer at the center of your business.