



2005 IBM EXECUTIVE
SOA SUMMIT

2005 IBM Executive SOA Summit

Discover the advantage of
Service Oriented
Architecture



Today, IBM is working with many clients to implement industry standard **Web Services** and **Service Oriented Architecture (SOA)**. By doing so, IBM is helping to enable more flexible and responsive IT environments to support the demands of dynamic business.

The 2005 IBM Executive SOA Summit in San Francisco, will continue our mission to help clients build flexible infrastructures. By bringing clients and leading services and software professionals together to understand the benefits of SOA and Web Services and discuss practical issues related to adoption.

Summit topics include:

- The value of the on demand operating environment
- Service Oriented Architectures: A Plan for Implementation
- Industry Roadmaps: Realizing Benefits with Real Customers
- Building the Skills Inside and Outside Your Organization

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San Francisco Marriott
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San Francisco, CA
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Guest Fax: 415/486-8101

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The 2005 IBM Executive SOA Summit — helping IBM clients build the kind of flexible systems, enabled by services to support changing business goals!

- **When:** May 11-13, 2005
- **Where:** San Francisco Marriott Hotel, 55 Fourth Street, San Francisco
- **Registration:** Send an e-mail to wssoa@us.ibm.com. Please include attendees name, title and company
 - An e-mail response will be sent that includes the Registration Web site



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Key Note speaker : Steve Mills, Senior Vice President and Group Executive, Software Group

2005 SOA has brought together a distinguished group of speakers, who will be available for one-on-one meetings with Summit client attendees

- Daniel Sabbah, Vice President Software Group Strategy and Technology, Software Group Chief Technology Officer
- Jason Weisser, Vice President, Enterprise Integration and Integration Technologies
- Michael Liebow, Vice President, Web Services, IBM Global Services
- Kerrie Holley, Distinguished Engineer and CTO SOA & Web Services Center of Excellence
- And, client CIOs representing leading companies will speak about their experiences.

Session breakouts will be lead by industry leaders.

To meet today's business challenges companies must be able to:

- Quickly adapt their businesses to capture new opportunities for growth
- Respond to the rapidly changing marketplace, driven by economic reality and globalization
- Continue to improve their investment effectiveness
- Enable rapid integration of acquisitions, with significant implications on the disparate IT environments
- Develop business processes that are more flexible and responsive to customer demands



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Attire: Business casual

Logistical Information:

Your arrival should be planned for registration on Wednesday morning, May 11.

- Registration table opens Wednesday, May 11 at 9:00 a.m.
- Wednesday, May 11 at 1:00 p.m. - Summit presentation begins
- Friday, May 13 at 12:00 noon - Summit concludes

Badges: Name badges will be distributed to all attendees at registration and will be required for attendance at all event activities.

Expenses:

IBM will cover meal and hotel room costs for client attendees during the event (nights of May 11 and May 12). Travel, hotel incidentals, and non-event meals are the participants' responsibility.

Meals:

The following meals are provided for as part of the summit

- Wednesday evening: Dinner
- Thursday: Breakfast, lunch, dinner (in conjunction with a yacht tour of San Francisco Bay)
- Friday: Breakfast, Brown Bag lunch (carry away for flights as





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On Site Summit Registration Information on Wednesday, May 11

Attendees will need to pick up their SOA Summit ID badge, agenda and other materials at the registration table which will be located outside the main tent room. Registration will open Wednesday morning at 9:00 a.m. The Registration Table will be staffed during the Summit as follows:

- Wednesday: 9:00 a.m.—7:00 p.m.
- Thursday: 7:00 a.m.—5:30 p.m.
- Friday: 7:00 a.m.-12:00 p.m.

The San Francisco Marriott Hotel:

This hotel is situated in an ideal setting: A great location, comfortable guest rooms and Marriott's award-winning service. Easily accessible from Highway 101, the hotel is a mere 20 minute drive from the San Francisco International Airport, a short stroll from the financial district, across the street from the Moscone Convention Center .and just minutes from Union Square.

Taxis, Commercial shuttle, BART (Bay Area Rapid Transportation) or car rental are options for conveniently getting to the hotel. Customers can also use the Oakland Airport. Similar travel options exist for Oakland.

