

**Monday, May 4**

TIN-3000A - Sean Crowley, WW Product Marketing, InfoSphere Information Server  
2:00 - 3:15 p.m. - Venetian - Marco Polo 706A

**Roundtable: Bridging the Gap - Agile Delivery of Quality Information to SOA**

*Information services are essential components of any SOA solution in order to provide loose coupling of business processes to data sources, hence making the SOA solution agile. We will share new strategies on how you can take full advantage of the benefits of IaaS, as well as discuss an IBM initiative for bridging the gap across organizational/expertise silos, both in IBM and in a customer environment.*

TSD-2553A – Steve Brodsky, Distinguished Engineer and Information Management Architect  
2:00 - 3:15 p.m. - Venetian - Murano 3303

**Static SQL support using pureQuery with JPA**

*This session will discuss how you can improve the performance of your database queries when using pureQuery integrated with the JPA solution for IBM WebSphere®. In IBM WebSphere Version 7, the JPA solution introduced tooling, configuration, and runtime support for Information Management's pureQuery (Data Studio).*

TPM-1667A - Susan Malaika, Senior Technical Staff Member, Information Management  
3:45 - 5:00 p.m. - Venetian - Murano 3301B

**Universal Services for SOA, Cloud and XML Data**

*This session describes how you can get started configuring, testing and modifying Universal Services to build complete XML end-to-end applications. Demonstrations are used throughout to illustrate the speed with which prototypes can be built.*

TIN-3001A – Dan Wolfson, Distinguished Engineer, Information Platform & Solutions chief architect  
3:45 - 5:00 p.m. - Venetian - Marco Polo 706A

**Roundtable: Leveraging Master Data Management in SOA Solutions**

*In this roundtable, we want to understand your challenges associated with using Master Data in your SOA environment. We will share some of the basic principles of Master Data Management (MDM) in an SOA environment. In addition, we will also drill down on specific questions you have, such as the granularity of MDM services.*

TIN-3005A – Mike Marin, Distinguished Engineer, FileNet BPM Product Architect  
5:15 - 6:30 p.m. - Venetian - Marco Polo 706F

**Roundtable: IBM FileNet® P8 & SOA**

*Unstructured content and the processes that manage it are an important part of today's business assets, and SOA provides a flexible infrastructure to expose both of them through the enterprise. IBM FileNet® technology can be used in a SOA environment to expose content and content-centric processes. In this roundtable, we want to: understand the challenges that customers face when introducing and using unstructured content and content-centric processes in a SOA environment; share some insight on how to use content and content-centric BPM in a SOA environment, and get feedback on them.*

**Monday, May 4 (cont.)**

TIN-3002A – Mandy Chessell, Distinguished Engineer, Information Platform & Solutions  
5:15 – 6:30 p.m. - Venetian - Marco Polo 706A

**Roundtable: Tooling Support for Master Data Management in SOA Solutions**

*In this roundtable, we want to understand what help you need to develop a Master Data Management (MDM) solution for your SOA environment. We will share details of our current MDM tools, how they fit with standard SOA tools, such as WebSphere® Integration Developer, and our strategy going forward. We want to hear your experience in using our tools, and any new challenges you face. We will also suggest additional tools to consider in fully leveraging MDM in SOA solutions.*

**Tuesday, May 5**

TIN-3000B - Sean Crowley, WW Product Marketing, InfoSphere Information Server  
10:30 – 11:45 a.m.- Venetian - Marco Polo 706A

**Roundtable: Bridging the Gap - Agile Delivery of Quality Information to SOA**

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BIE-1259A – Andy Warzecha, Vice President, Information Management Strategy  
1:30 – 2:45 p.m. - Venetian - Galileo 906

**The Economic Value of Business Information and SOA**

*Exposing information services in SOA is critical for success. This session will focus on why and best practices through actual client examples where information is not only being delivered as a service, but treated as an asset. We will also layout IBM's strategic approach for creating an Information Agenda and aligning that transformation with your SOA.*

TIN-3001B – Dan Wolfson, Distinguished Engineer, Information Platform & Solutions chief architect  
3:15 – 4:30 p.m. - Venetian - Marco Polo 706A

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**Tuesday, May 5 (cont.)**

TIN-3002B – Mandy Chessell, Distinguished Engineer, Information Platform & Solutions  
3:15 – 4:30 p.m. - Venetian - Marco Polo 706A

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TIN-2349A - Jennifer Hanniman, Product Marketing Manager, Cognos 8 Platform  
3:15 – 4:30 p.m. - Venetian - Murano 3301B

**Cognos SOA: Business Intelligence and Performance Management Solutions**

*This session describes how IBM Cognos® 8 SOA delivers a flexible foundation for enterprise-scale Business Intelligence (BI) and Performance Management (PM) solutions. You'll hear how SOA provides the foundation for business agility and more deployable, maintainable, robust BI and PM environments. Through real-world customer examples, you will hear how IBM Cognos SOA allows you to efficiently deploy and maintain complete BI and PM environments.*

TIN-3005B – Mike Marin, Distinguished Engineer, FileNet BPM Product Architect  
4:45 - 6:00 p.m. - Venetian - Marco Polo 706F

**Roundtable: IBM FileNet® P8 & SOA**

*Unstructured content and the processes that manage it are an important part of today's business assets, and SOA provides a flexible infrastructure to expose both of them through the enterprise. IBM FileNet® technology can be used in a SOA environment to expose content and content-centric processes. In this roundtable, we want to: understand the challenges that customers face when introducing and using unstructured content and content-centric processes in a SOA environment; share some insight on how to use content and content-centric BPM in a SOA environment, and get feedback on them.*

TIN-2336A - Bob Sawyer, DB2 Product Marketing  
4:45 - 6:00 p.m - Venetian - Murano 3301B

**IBM WebSphere® and DB2® - Tips, Tricks and Lessons Learned**

*We begin with an overview of how IBM DB2 is optimized in key ways to work with IBM WebSphere. After covering the IBM DB2 "best practices" initiative, we will then dive into specific best practices for IBM WebSphere customers using IBM DB2. Those best practices will span autonomies, performance, security, reliability, migration, XML data and more. Attendees will leave this session with practical ideas for doing more with less, and with an appreciation for how IBM WebSphere and IBM DB2 work together to make Information On Demand a reality.*

**Wednesday, May 6**

TBP-1921A – Simon Clephan, Business Development Executive: Strategy & Change

10:30 – 11:45 a.m. - Venetian - Delfino 4005

**Leveraging ILOG and IBM FileNet® BPM**

*Discover how to combine business rules with content-centric processes to create smarter, more flexible solutions for your organization. Learn how the integration of IBM ILOG™ and FileNet® BPM can help enable you to react more quickly to market changes and adapt rapidly to new policies and regulations to better manage risk and compliance.*

TIN-3000C - Sean Crowley, WW Product Marketing, InfoSphere Information Server

10:30 – 11:45 a.m. - Venetian - Marco Polo 706A

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TIN-3001C – Dan Wolfson, Distinguished Engineer, Information Platform & Solutions chief architect

1:30 – 2:45 p.m. - Venetian - Marco Polo 706A

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BIS-2860A – Sean Crowley, WW Product Marketing, InfoSphere Information Server, and Tom Deutsch, Information Management Program Director - Info 2.0

1:30 – 2:45 p.m. - Venetian - Galileo 907

**Smart Ways to Align Business and IT with Quick Apps and Trusted Information**

*This session is about speeding the time to value of the business benefits of SOA and discusses how these assets can be easily assembled, at-the-glass, into new "quick applications" that enable organizations to increase the ROI of their SOA projects while increasing the agility of their organization to work smarter in today's dynamic business environment.*

TIN-3005C – Mike Marin, Distinguished Engineer, FileNet BPM Product Architect

3:15 – 4:30 p.m. - Venetian - Marco Polo 706F

**Roundtable: IBM FileNet® P8 & SOA**

*Unstructured content and the processes that manage it are an important part of today's business assets, and SOA provides a flexible infrastructure to expose both of them through the enterprise. IBM FileNet® technology can be used in a SOA environment to expose content and content-centric processes. In this roundtable, we want to: understand the challenges that customers face when introducing and using unstructured content and content-centric processes in a SOA environment; share some insight on how to use content and content-centric BPM in a SOA environment, and get feedback on them.*

**Wednesday, May 6 (cont.)**

BID-1933A – Dan Bigos, Communications Industry Marketing Manager

**Leveraging content to drive efficiency and better business performance**

3:15 – 4:30 p.m. - Venetian – Galileo 905

*What do contract management, invoice processing, and employee lifecycle management have in common? These vital processes not only depend on thousands to millions of documents in order to function effectively, but they can also benefit from the integration of Enterprise Content Management (ECM) and Business Process Management (BPM) solutions to improve the efficiency, accuracy, and cost effectiveness of these processes. This session will focus on the value of using content-centric business process management capabilities to streamline processes associated with employees, contracts and assets. Several customer examples will be cited.*

TIN-3002C – Mandy Chessell, Distinguished Engineer, Information Platform & Solutions

3:15 – 4:30 p.m. - Venetian - Marco Polo 706A

**Roundtable: Tooling support for Master Data Management in SOA Solutions**

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TIN-3005C – Mike Marin, Distinguished Engineer, FileNet BPM Product Architect

4:45 - 6:00 p.m. - Venetian - Marco Polo 706F

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BIR-2863A – Don Campbell, CTO - Business Intelligence and Performance Management

4:45 - 6:00 p.m. - Venetian - Galileo 1004

**Information Visualization**

*The importance of information visualization – transforming information into graphical, at-a-glance displays – is increasing. Come to this session to see how the IBM Cognos Service-Oriented Architecture leverages advanced visualization technologies to deliver business insight. This insight is delivered when users create highly intuitive dashboards, graphs, scorecards, gauges, maps, word trees, tag clouds and other presentations so they can see and collaborate on new information relationships.*

### Wednesday, May 6 (cont.)

TBP-1909A – David Yockelson, Cross-IBM BPM Strategy & Planning Marketing Manager  
4:45 – 6:00 p.m. - Venetian - Lando 4205

#### **Managing Content and Compliance-Related Processes with Business Process Management**

*This session provides an overview of IBM's content-centric Business Process Management capabilities. Unique features such as Active Content and Records Management, enable IBM to effectively manage content-intensive and compliance-related processes. IBM FileNet® Active Content Edition is fully integrated with IBM WebSphere® Dynamic Process Edition. Together, they constitute the IBM Business Process Management Suite — providing comprehensive Business Process Management capabilities for managing any type of process, end-to-end.*

TIN-3002C – Mandy Chessell, Distinguished Engineer, Information Platform & Solutions  
4:45 – 6:00 p.m. - Venetian - Marco Polo 706A

#### **Roundtable: Tooling support for Master Data Management in SOA Solutions**

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### Thursday, May 7

TIN-3002E – Mandy Chessell, Distinguished Engineer, Information Platform & Solutions  
10:30 – 11:45 a.m. - Venetian - Marco Polo 706A

#### **Roundtable: Tooling support for Master Data Management in SOA Solutions**

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TIN-1611A – Steve Brodsky, Distinguished Engineer and Information Management Architect  
10:30 – 11:45 a.m. - Venetian - Murano 3301B

#### **Leveraging Your Data Server and Java Persistence Architecture in a SOA**

*Learn how to make a high volume of existing IT assets available in an SOA, enable those assets as Web services and REST around database access using IBM WebSphere®, Java™ Persistence Architecture (JPA), and pureQuery. JPA is the new Java Enterprise Edition 5 standard for object/relational (O/R) database access, and pureQuery is a new way to accelerate Java database access. Together, JPA and pureQuery bring the best of both worlds to existing and new applications: O/R mapping of managed objects with the reliable high performance of static SQL, controlled database access with SQL package authorization, batching accelerators, and end-to-end problem determination.*

**Thursday, May 7 (cont.)**

BIW-2926A – Sean Crowley, WW Product Marketing, InfoSphere Information Server  
**Supporting Your Smart Work Initiatives with Smart SOA and Information On Demand**

10:30 – 11:45 a.m. - Venetian - Galileo 1005

*Organizations who have adopted agile business models, dynamic business processes and an end-to-end connected customer approach are uniquely positioned to win in a smarter planet. Learn how the role of trusted information in each of these areas plays a critical part in enabling business and IT alignment within your organization. Using the services and capabilities of Smart SOA as the foundation, information capabilities provided by Information On Demand solutions such as active content in content business processes, content and data information services, and Information Agenda help to support and enable an agile business for Smart Work.*

TIN-3000E - Sean Crowley, WW Product Marketing, InfoSphere Information Server

1:30 – 2:45 p.m.- Venetian - Marco Polo 706A

**Roundtable: Bridging the Gap - Agile Delivery of Quality Information to SOA**

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TSD-2130A – John Boezeman, Senior Technical Staff Member, Lead Lotus Mashups Architect

1:30 – 2:45 p.m. - Venetian - Palazzo E

**Secure and Scalable REST Services in Web 2.0 with IBM Mashup Center**

*This session will open with coverage of key security concerns for Web 2.0 applications and in using REST services. We will then review key technologies which address these concerns in both open source and public specifications. Finally, we will show how these security solutions can be applied to IBM products such as WebSphere® Portal Server and the IBM Mashup Center.*

TIN-3005D – Mike Marin, Distinguished Engineer, FileNet BPM Product Architect

1:30 – 2:45 p.m. - Venetian - Marco Polo 706F

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**Thursday, May 7 (cont.)**

INH-2879B - Dr. Chalapathy Neti, Executive Architect, Information Agenda for Healthcare  
1:30 – 2:45 p.m. - Venetian – Marco Polo 805

**Driving Smart Healthcare with Information on Demand for SOA**

*Learn how leading healthcare organizations leverage enterprise information and respond to increasing challenges with analytics, and Information on Demand for SOA. Healthcare organizations are “re-inventing” themselves to provide better quality, outcomes, performance, service, and value. With intelligent smart healthcare, real-time, integrated information enables clinical and business optimization, and innovation for competitive advantage.*

TSD-3277A – Chris Gruber, Product Manager, InfoSphere MashupHub, IBM Mashup Center  
1:30 – 2:45 p.m. - Venetian - Tech Zone – Development

**Meet the Experts and Demo - Enterprise Mashups Question & Answer**

*Using Enterprise Mashups, IT can reduce backlogs and demonstrate better ROI on strategic investments like SOA, Trusted Information, Data Warehousing etc., On the other hand, line of business can be better served or even be self served with the contextual information required to make innovative decisions. Analysts rate Enterprise Mashups among the top 5 evolving technology trends for 2009 that will have transformational impact on businesses. Come join the IBM experts for quick walk through of the IBM Mashup Center overview and a quick demo.*

INT-2902A – Dan Bigos, Communications Industry Marketing Manager  
3:15 – 4:30 p.m. - Venetian – Marco Polo 704

**Leverage Information to Improve Customer Experience, Operational Efficiency and Revenue Management**

*Providers who want to unlock the business value of their information to create competitive advantage need an information agenda - a comprehensive, enterprise-wide approach, working with line-of-business colleagues, to create and implement a roadmap to achieve both short and long term strategic changes. This session will address how a provider can better utilize information under its control thereby facilitating more accurate customer profiling, superior customer experience, faster product development and targeted service offerings to enhance revenue. This strategy can enable providers to optimize business performance, helping them reduce operational costs and improve revenue management.*

TIN-2352A – Jacqueline Coolidge, Business Intelligence Product Marketing Program Manager

**Expanding Business Intelligence for Enterprise 2.0**

3:15 – 4:30 p.m. - Venetian - Murano 3301B

*This session focuses on how to engage your users with a dynamic, collaborative Business Intelligence experience that includes both structured and unstructured data and extends the reach beyond the enterprise to include external data sources. See product demos and use case examples from IBM WebSphere® Portal, IBM Lotus® Notes®, IBM Lotus Sametime®, and mashups. Puts the right information at the fingertips of your business users.*

### Thursday, May 7 (cont.)

TSD-2074A – John Boezeman, Senior Technical Staff Member, Lead Lotus Mashups Architect  
3:15 – 4:30 p.m. - Venetian - Palazzo E

#### **Enterprise Mashups: A Technical Deep Dive**

*This session begins with a quick overview of the key features and architecture of IBM Mashup Center. We will then dive into a comprehensive demonstration of building a mashup, including the creation of new feeds from your enterprise SOA and Information On Demand assets, transforming and remixing feeds, developing and discovering widgets, wiring widgets together, and sharing mashups. The presentation will also showcase several examples of customers and business partners using mashups to accelerate their SOA and Information on Demand initiatives.*

TIN-3001E – Dan Wolfson, Distinguished Engineer, Information Platform & Solutions chief architect  
3:15 – 4:30 p.m. - Venetian - Marco Polo 706A

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### Open Labs

OL001 - Chris Gruber, Product Manager, InfoSphere MashupHub, IBM Mashup Center  
Venetian - Lando 4303

#### **Enterprise Mashups - Revolutionize How User Access Information and Maximize Your SOA Re-Use**

*This hands-on lab will teach you how to use IBM Mashup Center to quickly create dynamic mashup Quick Applications. You will create information feeds that unlock and share DB2, Informix, IMS, Information Server, ECM resources in addition to Web, departmental, personal and other enterprise information sources. You will also be able re-use for your SOA assets as these are easily repurposed in a consumable way for your evolving business needs. Get hands on and accelerate your Information on Demand and Green SOA initiatives.*

OL002 - Dave Perman, Senior Product Manager, FileNet BPM  
Venetian - Lando 4303

### **Enabling Your Agile Enterprise with IBM FileNet BPM**

*In this lab, learn how IBM FileNet Business Process Manager provides easy-to-use tools that allow business analysts to diagram, document, simulate and lay out user interfaces to manage their content-centric processes across the enterprise.*

*Open Labs take place during the following hours:*

Monday	11:00 a.m. to 6:00 p.m.
Tuesday	9:30 a.m. to 6:00 p.m.
Wednesday	9:30 a.m. to 6:00 p.m.
Thursday	9:30 a.m. to 6:00 p.m.
Friday	9:30 a.m. to 11:30 a.m.

### **Solution Center**

Venetian Hotel – Sands Exhibit Hall D

*Solution Center Hours:*

Sunday	5:00 – 8:00 p.m.
Monday	10:00 a.m. – 2:00 p.m., 5:30 – 8:00 p.m.
Tuesday	10:00 a.m. – 2:00 p.m.
Wednesday	10:00 a.m. – 2:00 p.m.

### **Pedestal - Managing Data for Optimal Performance & Compliance**

*Expo, pedestal 34*

Chris Gruber, Product Manager, InfoSphere MashupHub and IBM Mashup Center, and Krishna Mamidipaka, Market Manager, IBM InfoSphere Streams and IBM Mashup Center

*Information is one of the most valuable assets in any organization. Using Enterprise Mashups you can maximize the value of your desktop, internet and enterprise information in greater context. Visit this booth, to see how you can work smarter, build new insights while maximizing your SOA investment to accelerate your Information on Demand initiatives. Apply green strategies to your Rational development effort via re-use to quickly re-purpose assets with Enterprise Mashups*

### **Solution Center Feature Area - SOA Health and Fitness Center**

*The SOA Health and Fitness Center is a cross-brand area at the expo consisting of 3 stations that talk about solutions designed to improve the fitness of an SOA. Information Management will participate with IBM Optim featured on the Smarter Infrastructure Foundation and Smarter SOA Management stations.*