



## ITxpo: Application Integration & Middleware Marketplace

### ITxpo Marketplaces

The **Application Integration and Middleware Marketplace** at ITxpo is designed to facilitate interaction with buyers seeking specific technology-related solutions. No more cluttered and confusing show floor, prospects will know exactly where to go for the most targeted solutions. Take advantage of this ideal setting to maximize your interaction with these sought after prospects.



— David McCoy, Marketplace  
Chair, VP, and Gartner Fellow

### Leading Gartner Analysts:

Frank Kenney  
David McCoy

Yefim Natis  
Daryl Plummer

Roy Schulte  
Jim Sinur

Jess Thompson

### Conference Content Aligned with Marketplace

#### **Track: Application Integration and Middleware: Enabler of Advanced Architectures and Processes (AIM)**

Application integration and middleware technologies and practices are at the center of the raging demand for business agility, and will be powering the most competitive software infrastructures. Service-Oriented Architectures, a best practice for composite business applications demand middleware's connective powers. Business Process Management and Business Activity Monitoring, both had their genesis in the application integration markets, and both exploit an enterprise's connected computing assets. If an application must communicate with other applications (and they must), application integration's transformation, routing, processes and monitoring will be at the core. This track will educate you on the view that application integration and middleware are more than plumbing; that they are the foundation for an enterprise nervous system that is process-centric, real-time enabled, analytics-rich, and agile.

#### **Lead Presentation:**

Application Integration Scenario: BPM Comes of Age

#### **Sessions:**

- Application Platform Scenario: Application Servers and Application Platform Suites
- B2B Integration Scenario: Effectively Integrating Business Partners
- Designing and Integrating Composite Applications Using SODA
- Panel: The Past, Present and Future of Application Integration and Middleware
- Service-Oriented Architecture: Composite Applications, Web Services and Multichannel Applications
- Surviving in the BPM Vendor Jungle
- The Enterprise Service Bus and Business Events

#### **Track: Enterprise Architecture: Making Enterprise Architecture Real - Best Practices (EA)**

Increasing real-time information dependency boosts the importance of Enterprise Architecture. Clear guidance on 'how to make EA happen' is substantially lacking however. This track presents the best methods and practices that produce architectural success.

#### **Lead Presentation:**

Business Strategy Driving Technical Guidelines - The Best Payoff

#### **Sessions:**

- Study: Gartner's Framework in Use
- Enterprise Architecture Futures - Why You Must Gain Competence Now
- Exploring the Progressive Use of EA Within the U.S. Federal Government
- Tutorial: Applying Architectural Patterns to Practical and Convenient Use

# ITxpo: Application Integration & Middleware Marketplace

## Sample List of Attendees at AI & Middleware Sessions:

VP Operations & IT .....	AC NIELSON	Application System Project Leader .....	JOCKEY INTERNATIONAL INC.
CTO .....	ADVENTIST HEALTH	Sr. Director - Int'l Info Technology .....	KELLY SERVICES
CIO .....	AMERICAN SAVINGS BANK	Director Business Apps .....	KIMBERLY CLARK CORPORATION
Director - Application Development .....	BANK ONE	Chief Architect & Manager .....	LANDS END
Assoc. Director - IT Project Office .....	BOEHRINGER INGELHEIM	Senior Vice President .....	MARSH & MCLENNAN
VP - Enterprise Architecture .....	BP	Director - Architecture Strategy .....	MASTERCARD
Vice-President .....	CAP GEMINI ERNST & YOUNG		INTERNATIONAL
IT Strategist .....	CATERPILLAR	Vice President .....	MORGAN STANLEY
CTO .....	CITY OF PORTLAND	VP & CIO .....	NETAFIM LTD
Director of Operations .....	ECKARD CORPORATION	RTM Americas .....	NIKE
Senior Information Consultant .....	ELI LILLY AND COMPANY	Director of Information Technologies .....	NORTHEAST UTILITIES
Manager .....	EXXONMOBIL	Director- Technology & Architecture Services .....	PROGRESS ENERGY
Director - Corporate Architecture .....	GEICO DIRECT	VP IT .....	RAYMOND JAMES
Business Systems Analyst .....	HARVARD BUSINESS	Chief Technical Architect .....	ROCKWELL AUTOMATION
	SCHOOL PUBLISHING	Vice President .....	SAMSUNG
Manager Enterprise Architecture .....	INTERNATIONAL PAPER	VP and CIO .....	SEALED AIR

## Marketplace Theater Presentations:

### Monday 7:15 pm

#### Marketplace Theater Presentation: Application Integration, Middleware and Portals: A Market View

The session speaks about the current dynamics surrounding the Application Integration, Middleware and Portal markets.

What is driving and inhibiting these software markets today and in the future?

Who own the lion's share of the markets today?

What will the markets look like in 2008?

- Joanne Correia

### Tuesday 5:50 pm

#### Marketplace Theater Presentation: Application Integration, Middleware and Portals: A Market View

The session speaks about the current dynamics surrounding the Application Integration, Middleware and Portal markets.

What is driving and inhibiting these software markets today and in the future?

Who own the lion's share of the markets today?

What will the markets look like in 2008?

- Joanne Correia

### Thursday 2:20 pm

#### Marketplace Theater Presentation: Application Integration, Middleware and Portals: A Market View

The session speaks about the current dynamics surrounding the Application Integration, Middleware and Portal markets.

What is driving and inhibiting these software markets today and in the future?

Who own the lion's share of the markets today?

What will the markets look like in 2008?

- Joanne Correia

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(as of 10/5/04)

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