



Application Architecture, Development & Integration Summit 2007

Agenda at a Glance

June 11-13
Gaylord Opryland Resort & Convention Center
Nashville, TN
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Sunday, June 10

2:30pm	Pre Registration		
4:00pm	Pre Conference Tutorials	T1. Tutorial: Ajax Units, PIA Technology Risks, and User Experience Possibilities, R Valdes	T2. The Yr & Yang of Process and Data: Which Will Be King of the Next Generation Application? M Blecher
5:15pm	Pre Conference Tutorials	T3. Tutorial: Event Processing: The Next Big Thing, R Schulte	T4. Top Ten Initiatives to Modernize Your Applications Environment, K Harris

PM: Paid Workshop: SOA Practitioner's Crash Course: Techniques to Guarantee Success 3:15-6:15pm **D Luthman**

V1. Leveraging the Shift from Software Licensing to SaaS **B Pring**
V2. Understanding Software Technology Lifecycle Risks, **M Blecher**

Monday, June 11

7:45am	Tutorials	15. SOA: Where Do I Start? P Mallinwero	16. Tutorial : Web 2.0 Basics: Principles, Platforms and Best Practices, D Casaley
8:45am	Welcome Address		
9:00am	Track A K1. Gartner Keynote: Facing the Challenge of the Irresistible Service-Oriented Enterprise	Track B The Integrated Enterprise	Track C Innovation in Architectures and the Web
10:15am	A1/B1. Platform and Integration Middleware Scenario: Time to Take IT Convergence Seriously, B Lheureux	A2/B2. Integration Scenario: Thinking Outside the Application Box, J Thompson	C1/D1. Web2 Technologies: Focusing the Web, SOA and More, G Pitlifer, D Smith
11:30am	Lunch, Solution Showcase Dessert Reception		
12:30pm	A2. From MOM to EIM: Information Management for a Service-Oriented World, D Newman	B3. Best of Breed vs. Best of Brand: The Battle Of The Application Platform Suits, V Nalls	C2. Software as a Service: Now The Real Action Begins, B Pring
2:30pm	Lunch, Solution Showcase Dessert Reception		
3:45pm	Solution Provider and Case Study Sessions	B4. Packaged Business Applications to SOA: The New Paradigm for Composite Applications, M Pezzini	C3. Event Processing: Enhancing Business Applications Through EDA, R Schulte
5:00pm	A4. SOA Governance and the SOA Portfolio: Joined at the Hip, D Plummer	B5. Port of the Future: Web 2.0 and Beyond, D Goetzl	C4. The Role of Event Processing in Improving Business Operations, D Luthman
6:00pm	Solution Showcase Reception		

Track D Enterprise Web & Web Services	Track E Managing and Governing the Service-Oriented Organization	Track F Software Development 2007 and Beyond
D1. Service-oriented Architecture and the Web: Big questions about Application Architecture, D Sholler	E1/F1. Is Applications Development Dead? M Hottle, D Plummer	F2. 21st Century Application Development: Foundations for The Next Generation, M Driver
D2. Service-oriented Architecture and the Web: Big questions about Application Architecture, D Sholler	E2. SOA Governance: Why You Can't Ignore It: What To Do About It, P Mallinwero	F3. How To Evolve to Modern Model-driven AD Paradigms, Costs, Benefits and Risks, M Light
D3. New-e-Commerce Technologies to Maximize Your Web Selling, C Alvarez	E3. The Optimal Portfolio: Balancing Project and Application Costs, Benefits and Risks, M Light	F4. Applications in 2007-2011: The Expanding Universe View, D Norton
D4. Applying Web 2.0 Social Software Technologies Within the Enterprise, A Bradley	E4. Getting to the Right Portfolio of Enterprise Platforms & Applications: Migration Evolution & Optimization, J Duggan	
D5. Best Practices for Adopting Web Services, C Abrams, D Sholler	E5. Governance and Change for the AD Organization: Leadership by Any Other Name, M Hottle	
D6. US Army Case Study: Proving Architecture Migration to the Margins through SOA & Web Services, E Nish, A Hamilton	E6. Case Study: Implementing Synchronous EAI Design Governance in the Solution Deal Lifecycle, C Nussard	F5. IT Modernization: Creating a Modern Application Delivery Platform, D Vecchio
D7. Web 2.0 Starliner Moves Across the Enterprise Window Landscapes, D Smith	E7. Practitioner's Guide - Application Security in the SOA World: Technologies, Methodologies and Practices, J Feinman	F6. Case study panel: Workflow Modernization through SOA

Tuesday, June 12

7:30am	Vertical Networking Breakfast		
8:30am	K2. Keynote: Innovating for Growth, C Christensen		
9:45am	A6. E-commerce Processing for Adaptive SOA: Challenges & Winning Strategies, M Pezzini	B6. SOA and BPM: Better Together, P Mallinwero	C6. Web Business Model Evolution 2000 - 2010, C Abrams
11:00am	Solution Provider and Case Study Sessions		
12:00pm	Lunch, Solution Showcase Dessert Reception		
2:00pm	A6. Case Study: SOA and the Legacy - a Delicate Balance, J Titolo	B7. The BPM-SOA EIM, D Plummer	C7. Industry panel: SOA Standards - What's New? D Sholler & Panelists
3:15pm	Solution Provider and Case Study Sessions		
4:30pm	A7. Integrator Technology Selector: Discovering Your Requirements, J Thompson		
5:30pm	Hostel Party Site		

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D8. US Army Case Study: Proving Architecture Migration to the Margins through SOA & Web Services, E Nish, A Hamilton	E8. Governance and Change for the AD Organization: Leadership by Any Other Name, M Hottle	F7. Case study panel: Workflow Modernization through SOA
D9. US Army Case Study: Proving Architecture Migration to the Margins through SOA & Web Services, E Nish, A Hamilton	E9. Agile Development: Definition, Fact, Management Fiction, M Hottle	F8. Managing Quality and Performance of Package Dependencies, T Murphy
D10. US Army Case Study: Proving Architecture Migration to the Margins through SOA & Web Services, E Nish, A Hamilton	E10. Managing Outsourced Projects: Risk, Cost, Tools, and Tips, J Feinman	
D11. US Army Case Study: Proving Architecture Migration to the Margins through SOA & Web Services, E Nish, A Hamilton	E11. Delivering Modern AD on Legacy Platforms: Point - Counterpoint, D Vecchio, D Plummer	

Wednesday, June 13

7:30am	Birds of a Feather Breakfast - Roles/Function		
8:30am	K3. Keynote: Gartner Predicts: An Open Research Meeting		
9:45am	Solution Provider and Case Study Sessions		
11:00am	A0/B8. Justifying and Funding SOA... Lessons from the Trenches, D Luthman		
12:00pm	AD: Attendee Lunch		
1:00pm	A9. Practitioner's Guide: Moving Towards Enterprise SOA: How Do You Do That? M Pezzini	B10. Practitioner's Guide: So You're Building a SOA - Now How Will You Measure It's ROI? M Barnes	C10. Practitioner's Guide: Patterns and Guidelines for Sailing with SOA and moving to Advanced SOA, V Nalls
2:15pm	A10. Business Get "Edgy" With WAF: Enterprise Application and Process Integration, B Lheureux		
3:15pm	A11/B11. Data Integration: At the Heart of the Data Services Evolution, D Newman		
4:30pm	K5. Keynote: The Long Tail and the Economics of Abundance, C Anderson		

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D12. How to Manage Traditional Web Infrastructure and Web Sites, G Pitlifer	E12. Managing Outsourced Projects: Risk, Cost, Tools, and Tips, J Feinman	
D13. How to Manage Traditional Web Infrastructure and Web Sites, G Pitlifer	E13. Managing Outsourced Projects: Risk, Cost, Tools, and Tips, J Feinman	
D14. How to Manage Traditional Web Infrastructure and Web Sites, G Pitlifer	E14. Managing Outsourced Projects: Risk, Cost, Tools, and Tips, J Feinman	
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