

# At a Glance

## Wednesday, September 19, 2007

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|-----------------|--|
| 7:00am – 6:30pm | Registration   |
| 11:00am         | <b>Pre-conference Event Processing and BAM Tutorial</b> W. Roy Schulte, VP & Distinguished Analyst and Bill Gassman, Research Director, Gartner                              |
| 12:00pm         | Lunch  |
| 1:00pm          | <b>Welcome — Opening</b> W. Roy Schulte & Bill Gassman   |
| 1:15pm          | <b>K1. Keynote: Event Processing Scenario — Modern Approaches to Competitive Advantage</b> W. Roy Schulte, VP & Distinguished Analyst, Gartner                               |
| 2:30pm          | <b>K2. Keynote: Business Activity Monitoring Scenario — Processing Events into Awareness</b> Bill Gassman, Research Director, Gartner  |
| 3:45pm          | Solution Provider & Case Study Sessions  |
| 5:00pm          | <b>K3. Keynote: Evaluating Costs and Benefits of Event-driven Applications</b> Dr. Mani Chandy, Simon Ramo Professor of Computer Science, California Institute of Technology |
| 6:00pm          | Solution Showcase Reception  |
| 8:00pm          | Day adjourns   |

## Thursday, September 20, 2007

|         |   |   |   |
|---------|---|---|---|
| 7:00am  | Breakfast   |   |   |
|         | <b>Track A</b>  | <b>Track B</b>  | <b>Track C</b>  |
|         | <b>Event Processing</b>   | <b>Business Activity Monitoring</b>   | <b>Event Processing in Banking and Capital Markets</b>  |
| 8:00am  | <b>A1.</b> Case Study: US Army Intelligence Delivers Event Driven Systems to the Warfighter via SOA and Web 2.0 | <b>B1.</b> Using Pub/Sub and Events to Enhance Business Process Management Solutions                        | <b>C1.</b> Seizing the Business Value from Events in the Banking and Capital Markets Industry                       |
| 9:15am  | Solution Provider & Case Study Sessions   |   |   |
| 10:30am | <b>A2.</b> Event-driven Application Platforms: The State of the Art in Extreme OLTP                             | <b>B2.</b> Making Business Intelligence Actionable with Events, Process Awareness and Traditional Reporting | <b>C2.</b> Case Study: Adventures in High Velocity Finance: Uses of Complex Event Processing in Algorithmic Trading |
| 11:45am | <b>A3.</b> Selecting Integration Technology for SOA and EDA   | <b>B3.</b> Case Study: Applying Event Processing to Web Clickstream Analysis                                | <b>C3.</b> Case Study: Evolution of FX Trading – The Arms Race Has Begun  |
| 12:45pm | Lunch and Solution Showcase Dessert Reception   |   |   |
| 2:30pm  | <b>A4.</b> Case Study: Using Event Processing to Improve Energy Trading   | <b>B4.</b> Security Event Management  | <b>C4.</b> Case Study: Event Processing as a Core Capability of Your Content Distribution Fabric                    |
| 3:45pm  | Solution Provider & Case Study Sessions   |   |   |
| 5:00pm  | <b>A5.</b> Web 2.0 and SOA for Event Driven Situational Awareness Applications                                  | <b>B5.</b> Processing IT Operations Events with Business Service Management                                 | <b>C5.</b> Case Study: Leveraging CEP to Build Real Time Front Office Systems                                       |
| 6:00pm  | Sponsored Reception by StreamBase Systems   |   |   |
| 9:00pm  | Day adjourns  |   |   |

## Friday, September 21, 2007

|         |   |   |  |
|---------|---|---|--|
| 7:30am  | Breakfast with the Analysts   |   |  |
| 8:30am  |   | <b>B6.</b> Making the Business Case for BAM                                       | <b>C6.</b> Case Study: Event Stream Processing in Adaptive Algorithmic Trading |
| 9:45am  | <b>A7.</b> Getting Started in CEP: How to Build an Event Processing Application   | <b>B7.</b> Case Study: BAM Helps Deliver Paychecks at AQA – A UK Assessment Board |  |
| 11:00am | <b>K4. Closing Keynote: Event Processing 2008: Past, Present, and Future</b> Dr. David Luckham, Professor Emeritus, Stanford University; Author of <i>The Power of Events</i> |   |  |
| 12:00pm | Conference adjourns   |   |  |

AS OF JULY 27, 2007 AND SUBJECT TO CHANGE.

**EP & BAM are rapidly moving from cutting edge to mission critical. Will you be ready?**  
Within five years, Event Processing and BAM technologies will be pervasive in many applications across all industries. Get a roadmap from early adopters who have blazed the trail.