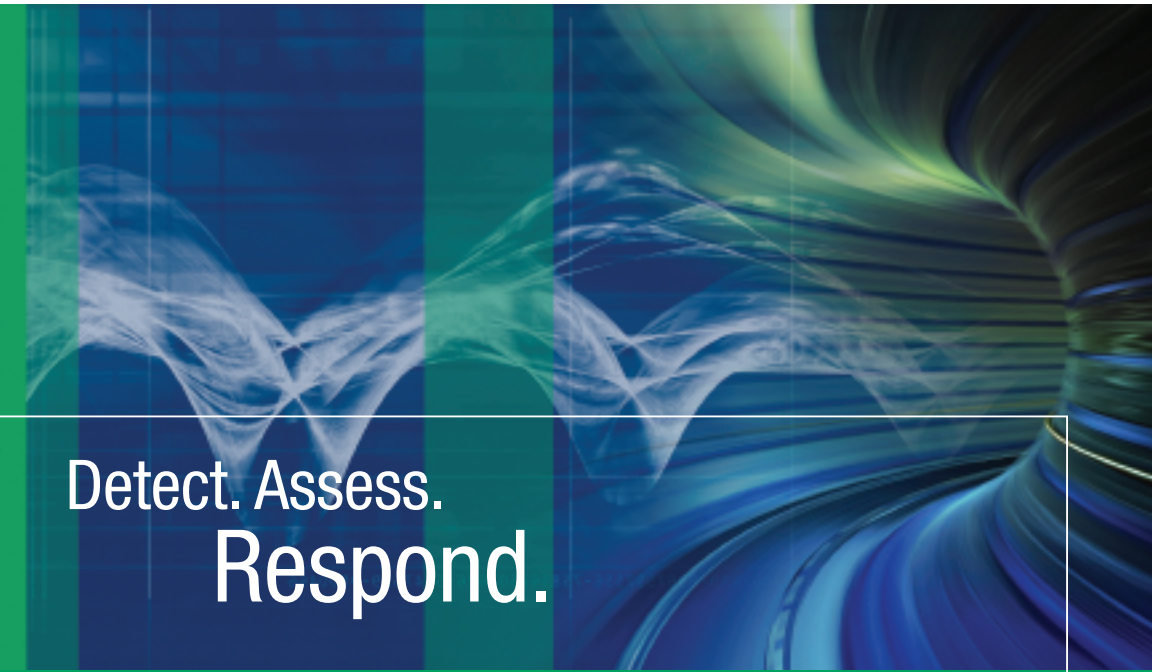
Gartner

Event Processing Summit 2008

September 15-16, 2008
Stamford, CT

$200 Early Bird Discount
Register by July 25 at
gartner.com/us/processing
or call **1 866 405 2511**



Detect. Assess. Respond.

Increase Your Speed of Knowledge

Gain the insight you need on future threats and opportunities.

Keynotes:

W. Roy Schulte
Gartner VP &
Distinguished Analyst

Dr. K. Mani Chandy
Simon Ramo Professor
of Computer Science,
California Institute of
Technology

David Luckham
Professor Emeritus,
Stanford University,
author of *The Power of Events*

- *A major airline cancels 900 flights in a single day.*
- *A global city loses its power at the height of rush hour.*
- *The satellite delivering your telecom has just moved out of Earth alignment.*
- *Your best customer's top stocks are plummeting.*

How will you respond?

The speed of knowing can make all the difference in your next move.
Event Processing is a game-changing technology, fundamentally shifting the way companies implement SOA applications and how they view, monitor and react to business and technical events. Whether you're looking to improve visibility, enhance business agility, increase operational efficiency, or strengthen the flexibility of your applications, it's time to exploit the speed-to-insight advantage EP offers.

3 Tracks and More Than 30 Sessions. Plus… industry-related sessions for Financial Services
Join our team of analysts and today's leading-edge practitioners for 2 fast-paced days on how to maximize your rapid-response capabilities. A wealth of knowledge and analysis unavailable anywhere else. Attend the Gartner Event Processing Summit 2008.

Who should attend?

- IT professionals interested in SOA, including architects, application managers, CIOs
- Financial services professionals, including IT, traders, business and quantitative analysts, middleware specialists and architects
- Application architects, business process modelers, process owners, business analysts, software engineers involved in Business Process Monitoring (BPM)
- Business Intelligence specialists and analysts, operational managers, data warehouse architects and database administrators

Benefits of Attending

- Gain real-time visibility into your operations, supply chain, channels and customers.
- Improve your success rate with best practices for effectively deploying Event Processing (EP).
- Balance the costs and benefits of Event-Driven Architecture (EDA).
- Understand how SOA and EDA complement each other and how to best integrate them.
- Assess the trade-offs in buy vs. build decisions for EP technology.
- Learn more about today's dynamic EP marketplace – its new entrants, existing players, and most promising products.
- Discover how to make low-latency messaging and sense-and-respond processes a reality.
- Acquire the know-how to get started with EP applications quickly.
- Implement better SOA applications by including asynchronous EDA design practices.
- Enable real-time decision making and deliver strategic business knowledge, where and when it counts.

Q&A with Conference chair W. Roy Schulte

Q **Why is Event Processing more and more necessary to my business?**

A. No matter what your industry, business velocity continues to increase dramatically. In fact, the average large enterprise may now be inundated with as many as a million events per second. So how can you stay ahead of changing business conditions and the competition? By having the agility to respond on a dime. But that kind of responsiveness means handling high volumes of data from disparate sources – data that arrives in continuous streams, shows complex patterns and demands immediate action.

That's where Event Processing (EP) comes into play. It can enable early problem detection and predict future threats and opportunities before they materialize. What's more, you gain speed-of-insight – to anticipate customer needs, make faster decisions and take action that's beneficial to your business and stakeholders.

Q **What's the SOA and EDA connection?**

A. EP is a critical component to modern Service-Oriented Architecture (SOA) strategies. If you don't implement Event-Driven Architecture (EDA) correctly, you can't implement SOA correctly. At a time when enterprises must be ready to deal with a rapid proliferation of data sources and the increased interconnectedness of those sources, leading IT organizations are viewing event-driven SOA as the next step to moving their business at light speed. At this year's Summit, you'll discover what those organizations are doing, how they're doing it, and the results achieved thus far in a special track on SOA and EDA.

Q **What about the current marketplace?**

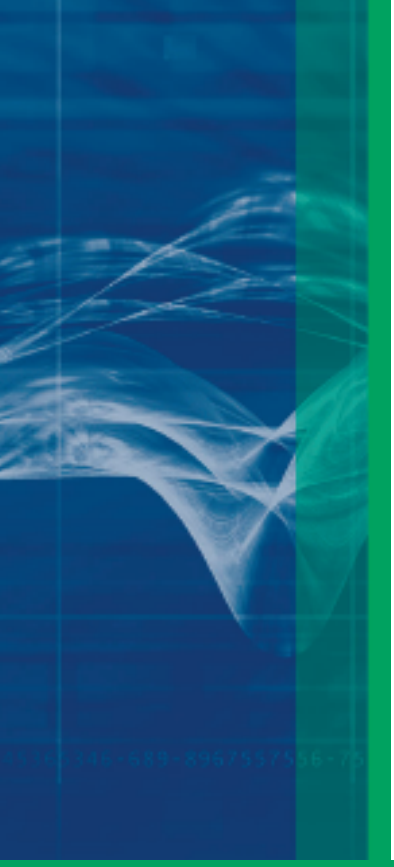
A. If you haven't already implemented EP applications, you're probably about to wrestle with the "buy vs. build" decision. The Gartner Event Processing Summit will bring clarity to your deliberations with the latest market intelligence on vendors and products. You'll learn which vendors are new to the scene, who has staying power and who has disappeared. Here's an opportunity to fine-tune the selection process and ensure you get the best EP product for your application. Plus, we offer a range of best practices for organizing application development to support EP.

Q **What makes Gartner Event Processing Summit different?**

A. Our Summit is the only event of its kind in North America, specifically designed for real-world practitioners who buy and use EP technology to solve business problems. This two-day forum represents a unique collaboration between Gartner analysts and the most experienced, hands-on leaders from industry. Cutting-edge innovators and early adopters are poised to share their hard-won knowledge through in-depth case studies and evolving business practices. The result: you walk away with a comprehensive understanding of how EP can work in your world. Be prepared to unlock its potential.

Gartner Predicts:

Between now and 2012, enterprises will increase their use of Complex-Event Processing (CEP) by 25% per year, and their use of commercial CEP products by more than 50% per year.



The fundamentals of Event Processing

Acquaint yourself with these important EP terms:

Business Event (ordinary event):
A happening that is significant to the business such as a customer order, an address change, the arrival of a shipment, etc.

Event (aka event object):
A record of an event, usually in the form of a message or document. An object that represents encodes or reports an event. Note that the meaning of an "event" is determined by its context.

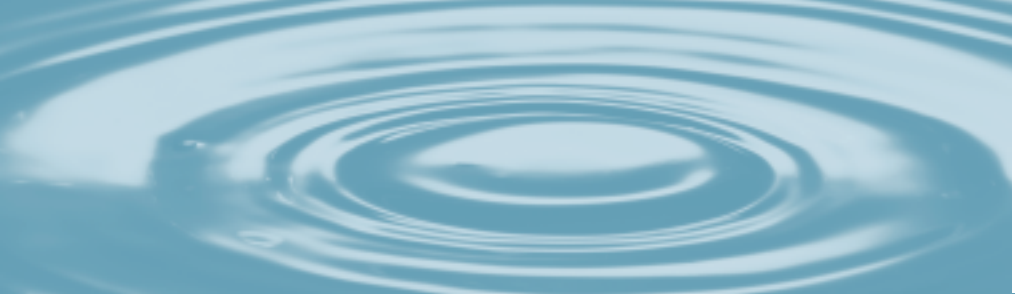
Business Activity Monitoring (BAM):
A style of computing that provides near-real-time access to critical business performance indicators to improve the speed and effectiveness of business operations.

Event Processing (EP):
Computing that performs operations on event objects, including reading, creating or destroying them.

Event-Driven Architecture (EDA):
An architectural style in which one or more components decides whether to act or how to act based on receiving one or more event objects.

Get up to speed on key EP, SOA & BAM terms, trends and concepts.

- **Conference Agenda Builder:** Save time. Stay focused. Plan your Summit experience down to the last detail – before you arrive. Visit **gartner.com/us/processing** to get started.
- **Complimentary pre-conference tutorials:** Get up to speed on key EP terms, trends and concepts.
- **Analyst One-on-One meetings and Analyst/User Roundtable sessions:** Interact with Gartner analysts at informal, face-to-face forums.
- **Peer-to-peer networking:** Share information, insights and business cards with your peers at breakfasts, lunches and special evening events.
- **Case studies:** Take an inside look at the challenges and pitfalls many companies face in the development and integration process of EP technologies.
- **Keynote sessions:** Hear new insights and fresh ideas from some of the best minds in business.
- **Exhibit showcase:** Increase your market savvy by gaining a first-hand look at the latest vendors and products.



Track Descriptions

3 tracks specifically designed to help you deliver on the promise of real-time insight – regardless of your industry.

A

Service-Oriented Architecture (SOA) and Event-Driven Architecture (EDA)
As SOA continues to advance, one of its most important refinements is the increasing use of asynchronous Event-Driven Architecture (EDA) concepts. Need to know more about SOA and EDA? This track provides a comprehensive overview of state-of-the-art SOA design and middleware, including ESBs, application servers, integration technology, Web services, REST and EDA.

B

Event Processing (EP) and Business-Activity Monitoring (BAM)
Business is ready, willing and able to adopt event-based systems, even outside of IT. The use of Complex-Event Processing (CEP) in financial services applications and the spread of Business-Activity Monitoring (BAM) dashboards in every industry have paved the way. This track explores the benefits, limitations and best practices for implementing BAM, CEP and high-performance messaging in the context of operational business intelligence (BI) applications, business process management (BPM) and related topics.

C

Event Processing (EP) in Financial Services
This track explores how Complex-Event Processing (CEP) technologies are being used in the capital markets to drive revenues and manage risk. Attendees will gain an in-depth understanding of how they can use stream processing and other EDA technologies to achieve competitive advantage in a challenging financial services marketplace. Hands-on experience and emerging best practices are stressed.

Special Track for Financial Services:

Cutting-edge innovators and leading-edge adopters are ready to share their hard-won knowledge from the world of hedge funds, banks, trading firms, financial media and other financial institutions.

Keynotes

W. Roy Schulte, VP, Gartner
Event Processing and SOA: Revamping the Way Business Runs

Event Processing is a disruptive innovation that improves the way business runs by dramatically enhancing situation awareness and providing insights for better and faster decisions. It is also a critical ingredient in modern Service-Oriented Architecture strategies: if you don't implement Event-Driven Architecture (EDA) correctly, you can't implement SOA correctly. This session summarizes the current best practices and future prospects for EP.

- How does event processing change the way problems are detected and future business threats and opportunities predicted?
- Where will organizations derive the most tangible benefits from EP and EDA?
- How should user companies select the EP products most appropriate for their needs?

Dr. K. Mani Chandy, Simon Ramo Professor of Computer Science, California Institute of Technology
Costs, Benefits and Design Patterns of Event-Driven Applications

This presentation offers a clear view of different types of event-driven applications: how to evaluate their costs and benefits; relationships of Event-Driven Architecture (EDA) applications to technologies in the enterprise service stack including SOA; designs of EDA applications; how to develop new applications as federations of existing applications; how to get started in developing EDA and how to avoid pitfalls.

Dr. David Luckham, Professor Emeritus, Stanford University, author of *The Power of Events*
Event Processing 2008: Past, Present, and Future

The science and technology of event processing is the best available solution for keeping pace with the explosion of critical event data in enterprises, predicting their implications and reacting to them in milliseconds. This presentation will analyze the dimensions of event processing applications and draw conclusions about future developments in event processing. The session will:

- Trace how event processing has evolved from its origins in network management and event driven simulation to its present surprisingly broad application space.
- Provide examples of how event analytics could have prevented recent calamities in enterprise operations and cyber security.
- Survey the present uses of event processing in commerce, science, critical infrastructure and military operations.
- Outline how event processing applies to the challenges created by the growing pervasiveness of IT and increasing demand for real-time analytics and operational intelligence.

Meet the Gartner Analysts

What does our team of analysts deliver?

Real-world advice and objective analysis you can put to use immediately.

For more than 25 years, Gartner analysts have been trusted advisors to many of the world's most competitive enterprises. Tapping into a network of 10,000 clients from 42 countries, our analysts can help you:

- Cut through organizational challenges and marketplace confusion
- Understand the latest industry intelligence, gleaned from ongoing client interactions and research
- Steer the best course for EP and SOA strategies

Bill Gassman
Research Director

Focus Areas: Business Intelligence, Web Analytics

Kurt Schlegel
Research Director

Focus Areas: Business Intelligence Platforms, Analytical Architecture, BI Competency Claims

Mary Knox
Research Director

Focus Areas: Investment Services, Architecture and Infrastructure, Market Connectivity, Straight-through Processing, BAM, CEP, Business Process Networks, Data Management

W. Roy Schulte
VP & Distinguished Analyst

Focus Areas: Strategy & Governance, Event Processing, Architecture & Middleware

Yefim Natis
VP & Distinguished Analyst

Focus Areas: Application Infrastructure Products, Enterprise Computing Architecture, Event-driven Platforms and Architecture, Advanced SOA, Extreme Transaction Processing

Jess Thompson
Research VP

Focus Areas: Application Development and Integration, Data Integration, Business Process Management, SOA, Application Infrastructure for Integration, EDA

Massimo Pezzini
VP & Distinguished Analyst

Focus Areas: Application Servers and Application Platforms, Integration Middleware, Enterprise Service Business, SOA Best Practices, Transaction Processing

Session Descriptions

Tutorials

T1. Event Processing (EP) and Service Oriented Architecture (SOA) Tutorial

This pre-conference tutorial is an introductory session, designed for those new to the field of Event Processing. Explained are the terminology and basic concepts behind Service-Oriented Architecture (SOA), events, Event Stream Processing (ESP), Event-Driven Architecture (EDA) and Complex-Event Processing (CEP). Attendees will improve their understanding of the fundamental design patterns used in different kinds of SOA, EDA and CEP applications and gain a foundation for important concepts, which will be explored in depth at the conference.

W. Roy Schulte

T2. BAM Tutorial

Business-Activity Monitoring (BAM) applications provide real-time monitoring through the use of event processing, business intelligence and application integration techniques. In this pre-conference tutorial, attendees are taught the basics of BAM technology, architecture and use cases. As an exercise, participants are encouraged to identify at least one BAM application that will provide value to their organization.

Bill Gassman

Track A: Service-Oriented Architecture and Event-Driven Architecture

A1. Patterns and Guidelines: Start with SOA and Move to Advanced SOA

SOA appeals to a broad spectrum of people within an organization: programmers, project leaders, software architects, CIOs and even CEOs. Advanced SOA projects challenge IT practitioners to adopt new patterns in technology and organization. Successfully meeting expectations and demands of advanced SOA requires both experience and a range of new competencies.

- What is SOA and its appeal?
- What are the maturity stages from basic to advanced SOA?
- What can go wrong in SOA projects and how to avoid it?

Yefim Natis

A2. Successful Business-critical SOA: Do's and Don'ts

Organizations' SOA adoption is escalating to increasingly strategic relevance. But to deploy ambitious, enterprise-wide SOA projects users must face daunting technology and organizational challenges. We investigate what organizations should and shouldn't do to successfully implement large scale SOA initiatives.

- Why will organizations adopt SOA for strategic purposes?
- What are the critical SOA adoption stages that users will typically go through?
- What are the key technical and organizational obstacles to successful SOA, and how can enterprises overcome them?

Massimo Pezzini

A3. Enterprise-wide SOA is Dead. Long Live Federated SOA

A single, coherent and homogeneous enterprise-wide SOA is proving technically and organizationally hard to achieve. SOA federation promises to enable a more flexible approach to large-scale SOA initiatives, but industry experience is still limited. We discuss the challenges associated with federated, multi-domain style of SOA.

- Why will organizations be driven towards adopting a federated approach to SOA?

Scenario Spotlight:

A cable TV technician is dispatched to a customer location, but at the last minute the order is cancelled. Meanwhile, a customer nearby places an order. The technician is dynamically rerouted to the new location, without missing a beat. *How agile are your operations?*

- What are the critical technical and organizational success factors for federated SOA?
- How will users leverage multi-domain SOA to spread service-orientation benefits throughout the organization?

Massimo Pezzini

A4. Selecting Technology to Address the Integration Required for Service-Oriented Architecture (SOA) and Event-Driven Architecture (EDA)

Reactive application systems require modern, sophisticated infrastructure and architecture. As a result, SOA and EDA are growing in adoption as organizations seek competitive advantage in an environment where business requirements change quickly. Key to the implementation of these architectures is the selection and deployment of modern application infrastructure.

- What integration usage scenarios are encountered in SOA and EDA?
- Which capabilities are required to address these usage scenarios?
- How do the sources of integration products compare and how to select the best?

Jess Thompson

A5. Best Practices: How to do EDA with SOA

There is more to event processing than publish-and-subscribe. Every company needs an action plan for event processing covering both basic EDA and the use of CEP for situation awareness. Companies should make EDA part of their SOA strategy before starting their first major SOA project.

- What technology must be added to what companies already own so that a successful EP and EDA strategy can be implemented?
- Where should companies use the same IT organization, policies and procedures, development tools, ESBs and other middleware for SOA and EDA and where should they differ?
- How will industry standards affect the adoption of EP, and which EP standards will matter?

W. Roy Schulte

A6. Practitioner's Guide: Choosing a Platform Stack for an Advanced SOA Project

IBM, Microsoft, Oracle/BEA, Red Hat, Salesforce.com, SAP and Sun are competitive vendors offering a comprehensive application platform stack for advanced SOA-style business projects. To help users make the right choices, this session examines the application platform scenario, and the industry trends guiding the users' and vendors' strategies.

- How do changing application patterns impact critical requirements for best-of-breed application platform stacks?
- How do leading, innovative vendors respond to the changing business application patterns?
- How do users choose the application platforms for new business application projects?

Yefim Natis

Track B: Event Processing and Business Activity Monitoring

B1. Achieving Real-time Awareness with Business-Activity Monitoring (BAM)

Business-Activity Monitoring (BAM) is a style of Business Intelligence (BI) application, based on Complex-Event Processing (CEP). It provides real-time visibility into critical business performance indicators. The result: a faster and more accurate "sense and respond feedback loop" when responding to timely business operations issues.

- How does BAM Work?
- Where can BAM applications add value?
- Which technologies are used to build BAM applications?

Bill Gassman

Session Descriptions

B2. The Value of Linking Business Intelligence (BI) with Business Process Management (BPM)

Using both traditional and Complex-Event Processing (CEP) techniques, BI can enhance BPM by providing information at decision points within a process and providing visibility about how processes operate. Although there is much to gain, deployment of these solutions has been limited to early adopters.

- Why is linking BI and BPM technology important?
- How will BI and CEP technologies improve business processes?
- Which tactics help to link BI with BPM successfully?

Bill Gassman

B3. Risks, Rewards and the Business Case for BAM

Business Activity Monitoring – BAM – is gaining visibility from a number of directions but the picture isn't always very clear. Understanding the potential benefit and estimating the actual business value are two of the critical aspects of predicting future success with BAM. This session presents a quantifiable approach to identifying the business activities which are the best candidates for monitoring and then measuring the expected return on investment. Both the approach and presentation is vendor neutral and can be applied to any BAM solution or provider.

Craig Olson, Vice President – Innovation Projects, Systar

B4/C4. Ultra-low Latency Messaging Panel Discussion

Conventional message-oriented middleware (MOM) products and standard communication protocols can't meet the requirements for ultra-low latency and high throughput found in very demanding event-processing applications. This session offers a highly structured panel discussion analyzing the specialized genre of ultra-performing MOM tools, which are purpose-built to satisfy extreme messaging applications found in capital markets trading, aerospace, defense, industrial automation and embedded systems. Clarifying each technology and its most appropriate use, leading tool vendors discuss product architecture, strengths and limitations.

W. Roy Schulte

B5. Making Business Intelligence (BI) Actionable

Traditional BI initiatives have focused on delivering the right information to the right people. Now, a subset of organizations is launching a more innovative, actionable BI strategy that leverages Event Driven Architecture (EDA). Its goal: to help the business make better decisions when reacting to planned and unplanned events. This presentation examines the following:

- How can IT leaders craft a BI strategy that evolves from simply reporting measures to making great decisions?
- What's EDA's role in creating an actionable, decision-centric BI strategy?
- Which emerging technologies and information sources are requirements for executing a decision-centric BI strategy?

Kurt Schlegel

B6. Optimizing BPM Through SLAs and Event Monitoring

Many business processes rely on service-level agreements (SLAs) to help manage interactions with partners and suppliers. SLAs determine revenue, cost and customer satisfaction, but implementing and monitoring SLAs is often a manual and error-prone effort. Companies struggle with how to express, track, verify and enforce SLAs. This session presents a powerful, event-based process monitoring architecture that manages SLAs across the entire process life-cycle.

Scenario Spotlight:

A brokerage house notices unusual call option activity from a customer with no previous history in options or futures trading. The unusual activity triggers trading limits. Within minutes the client is contacted about the transaction. *Can you respond as quickly?*

- Where is the value in real-time process monitoring and how does it work?
- Which technologies and design patterns are most effective for monitoring SLAs in real-time?
- What run-time adaptation and performance optimizations are practical to implement in business processes?

Dr. H. Amo Jacobsen, Professor, University of Toronto

Track C: Event Processing in Financial Services

C1. Driving Business Value through Event Processing (EP) in the Banking and Capital Markets Industry

Sources, types, speeds, volumes, and applications of events in financial markets are exploding. Properly harnessed, they create competitive advantage by fueling trading strategies, uncovering fraud, triggering risk responses, identifying market opportunities, and driving customer interactions. Unharnessed, they will drag your firm into chaos. This session examines hard-earned industry lessons for successfully deploying event technologies:

- What are the implications of increasing electronification, volumes, speed, regulation and complexity for EP in the investment services industry?
- Where and how are financial services firms successfully deploying event technologies?
- How ready is the industry, and how can you help your firm gain the lead?

Mary Knox

C2. Adventures in High Velocity Finance: Uses of Complex Events in Algorithmic Trading

This session discusses the practical application of EP to implement algorithmic trading using statistical arbitrage. An industry pro offers a first hand description of an actual implementation, along with important insights regarding technical strategy, tool selection, costs, benefits, business goals, what worked, and what needed to be changed. Get an inside view on the uses of EP in trade selection, atomic risk control, high velocity order management and staying ahead of the curve.

Louis J. Morgan, Managing Director, HG Trading, LLC

C3. Case Study: Elegant Disruptions – CEP in a New Programming Paradigm

Spiraling market data volumes are straining the resources of data vendors and end users alike. Vendors have reacted by upgrading ticker plants and greatly increasing the bandwidth of delivery systems. The choices of the end users are not as simple or as straightforward. Many computational intensive applications do not easily scale and upgrading internal infrastructures to handle an increased data flow only exacerbates the problem. Ultimately, programming efforts to maintain a status quo may fall short under the pressure of near exponential market growth. This case study looks at the problem from a different perspective and presents a solution that is simpler to create, easier to maintain and scalable for the future.

Albert Doolittle, VP Information Systems, George Weiss Associates

C4/B4. Ultra-low Latency Messaging Panel Discussion

Conventional message-oriented middleware (MOM) products and standard communication protocols can't meet the requirements for ultra-low-latency and high throughput found in very demanding event-processing applications. This session will be a highly structured panel discussion that analyzes the specialized genre of ultra-performing MOM tools that are purpose-built to satisfy extreme messaging applications found in capital markets trading, aerospace, defense, industrial automation and embedded systems. Participants from leading vendors of these tools will discuss product architecture, strengths and limitations to clarify where each technology is most appropriate to use.

W. Roy Schulte

Scenario Spotlight:

A pallet of pharmaceuticals is in transit within the logistics supply chain and needs to be recalled for quality control purposes. Radio frequency identification (RFID) location and pallet identification events are tracked. The pallet is intercepted prior to breakdown and retail distribution. *How's your reaction time?*

Session Descriptions

C5. The Challenges of Implementing Complex-Event Processing (CEP) at a Large Financial Institution

Citigroup is implementing an enterprise-wide CEP system that analyzes all of the flows across Equities. Unlike many financial applications using CEP for simple algorithmic trading and pricing, Citigroup's application gathers wide swathes of information, analyzes it, and makes findings available to the complete vertical stack of its Equities business.

Along the way, Citigroup has encountered interesting situations which may not affect the average CEP application, including issues with compliance, data hiding, dirty data, rigid silos, interoperability and SOA architecture. Citigroup also faces questions around whether current commodity CEP products are sufficient and powerful enough to tackle Citigroup's mission, and whether it can rely on third parties to soak and stress these products.

- What are the issues to implementing CEP at an enterprise level?
- How has Citigroup attempted to address these issues?
- What are next steps?

Marc Adler, Senior Vice President of Equities, Citigroup

C6. News, Blogs and Full-Tick Logs: Innovative Approaches to Quantitative and Event-driven Trading

This session explores how new content sets are being utilized in Complex-Event Processing (CEP) applications to exploit market opportunities for alpha generation and risk management. Also up for discussion: how firms should be positioning themselves to seize strategic advantage of emerging content sources. Topics include:

- Determining cause and effect relationships: techniques for different trading styles
- News flow algorithms: what to measure and how to trade
- Sentiment scoring: the positives and the negatives
- Structured vs unstructured text mining
- Mapping the metadata: entity, fact, and ontology representations
- Relevance and significance scoring
- Understanding what's new(s)
- Avoiding common pitfalls and putting it all together

Richard Brown, Global Business Manager, Machine Readable News, Thomson Reuters

Where's the market headed?

In the next 4 years, the EP software tools market will increase by 50%. Many companies are increasingly turning to commercial off-the-shelf CEP solutions rather than build their own.

Build Your Own Customized Agenda Online

Use our convenient Agenda Builder tool to created your own personalized event experience. Go to **gartner.com/us/processing**

Agenda-at-a-Glance

Experience a unique mix of Gartner analyst presentations, guest keynotes, real-life case studies, interactive panels and solution provider sessions. It all adds us to one cutting-edge program agenda.

Sunday, September 14

2:00 pm Registration
4:00 pm Tutorial (T1.)
5:15 pm Tutorial (T2.)

Monday, September 15

7:45 am Registration/Attendee Breakfast
8:50 am Welcome and Introduction
9:00 am Keynote Address (W. Roy Schulte, Gartner)
10:15 am Track Sessions (A1., B1., C1.)
11:30 am Solution Provider Sessions
12:30 pm Attendee Lunch and Solution Showcase Dessert Reception
2:30 pm Track Sessions (A2., B2., C2.)
3:45 pm Solution Provider Sessions
5:00 pm Keynote Address (Dr. Mani Chandy, Simon Ramo Professor of Computer Science, CalTech)
6:00 pm Solution Provider Sponsored Reception

Tuesday, September 16

7:30 am Registration/Attendee Breakfast
8:30 am Track Sessions (A3., B3., C3.)
9:45 am Solution Provider Sessions
11:00 am Track Sessions (A4., B4., C4.)
12:00 pm Attendee Lunch and Solution Showcase Dessert Reception
2:00 pm Solution Provider Sessions
2:45 pm Track Sessions (A5., B5., C5.)
4:00 pm Track Sessions (A6., B6., C6.)
5:15 pm Keynote Address (Dr. David Luckham, Professor Emeritus, Stanford, author of *The Power of Events*)
6:00 pm Conference Adjourns

Analyst/User Roundtables

- Best Practices in Event Processing Application Selection and Design
- Getting Started with Event Processing in Investment Services
- Winning the Low Latency Game
- Using Event Processing with BPM and Application Integration
- Picking a BAM product and Getting it to Work
- Best Practices for Business Intelligence/Data Warehousing
- Best Practices in Fusing SOA and EDA
- Leveraging Event Processing for Large Scale Transactional Applications

Solution Showcase

A Valuable Decision-Making Tool

Consider all the options before making important buying decisions for your organization.

- Gain access to some of the world's leading solutions providers.
- Have your technology needs discussed in detail.
- Stay informed of the very latest products and services that could transform your EP and SOA strategies.
- Walk away with a "short list" of vendors ready to meet your needs.

PREMIER

Agent Logic transfers the power of CEP into the user's hands while minimizing the impact on IT resources. Agent Logic enables users to create personalized rules to identify, assess, and manage opportunities and threats. These user-driven rules detect changes in external or internal events; perform analysis, aggregation, and correlation across events; and activate responses directed to other users or systems. **www.agentlogic.com**

Event Zero enables our customers to exploit the power of event processing to acquire real-time Operational Intelligence (OI) across the enterprise, to better understand and rapidly respond to events impacting their business. Our highly scalable Event Processing Network (EPN) is a fully integrated framework to capture, process, and respond to many types of events. Our unique EPN "last mile" support provides the ability to rapidly integrate data from many heterogeneous event sources, distributed in multiple geographic locations, and across a large number of endpoints. **www.event-zero.com**

IBM Business Events Processing (BEP) software helps detect, analyze, and respond to complex events occurring across the enterprise to take advantage of opportunities, handle unexpected exceptions, or redirect resources. When included as part of a Business Process Management solution built on the IBM Smart SOATM approach, WebSphere Business Events provides a powerful combination of event pattern detection with dynamic process execution—providing the power to detect activities that present opportunities or expose risk in time to act. **www.ibm.com**

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How to Register

Ways to Register
Web: gartner.com/us/processing
Telephone: +1 866 405 2511
or +1 650 226 0825
Email: us.registration@gartner.com

Registration Fees
Conference registration fee includes: conference attendance, documentation and planned functions.

Early Bird Price: $1,495

Register by July 25, 2008

(if credit card payment received by July 25, 2008)

Standard Price: $1,695

(if credit card payment received after July 25, 2008)

Priority Code
Please help us to better serve your needs by providing the priority code in the blue box on the back of this page (above your address information) when you register.

Save Time
- Register early and we'll send you your fast track entry badge so you can skip the lines

Save Money
- **Team Discount:**
  Register three colleagues from the same company at the same time with payment and the third colleague attends free of charge.
- **Low Hotel Rates:**
  Only $175 a night with a Gartner group rate if you reserve by August 30th, 2008. Please call the hotel directly to make your hotel reservation.

Gartner Clients
We accept Gartner conference tickets as full payment. If you are a client with questions about tickets, please contact your sales representative.

Interested in becoming a Gartner client?
E-mail: client.info@gartner.com
Phone: +1 203 316 1111

PRIVACY POLICY: Go to gartner.com/privacy

Hilton Stamford Hotel
One First Stamford Place
Stamford, CT 06902
Phone: 1 203 967 2222 OR
1 866 424 1266

For details on travel discount information, go to gartner.com/us/processing and click on Hotel/Travel

Gartner
Event Processing Summit 2008

September 15-16, 2008
Stamford, CT

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Take a car, take a train, take a plane. Stamford is easy to get to!

From New York City

- Just a 45 minute ride by express or just over an hour with local stops from NYC. The Stamford train stop is located minutes from the event location at the Hilton.
- **Driving:** Take Interstate 95 North to Exit 7 – Greenwich Avenue. Make a right at the end of the ramp and an immediate right onto First Stamford Place. Proceed over the speed bumps and at stop sign, turn left into the Hotel entrance.

From Boston

- **Train:** Acela - less than 3 hours, Amtrak – just over 3 hours
- **Driving:** Take Interstate 95 South to Exit 6 – West Avenue. Turn left at the light and an immediate left at the next light. Merge onto I-95 North via the ramp on the left. Take Exit 7 – Greenwich Avenue. Make a right at the end of the ramp and then an immediate right onto First Stamford Place. Proceed over the speed bumps and at stop sign turn left into the Hotel entrance.

From Philadelphia

- **Train:** Acela - 2 hours, Amtrak – just under 3 hours
- **Driving:** Take Interstate 95 North to Exit 7 – Greenwich Avenue. Make a right at the end of the ramp and an immediate right onto First Stamford Place. Proceed over the speed bumps and at stop sign, turn left into the Hotel entrance.

Anywhere

- Fly into New York and Stamford is a less than an hour car ride from the airports listed below:
  - **Westchester County Airport** (30 minutes from Stamford)
  - **LaGuardia Airport** (45 minutes from Stamford)
  - **John F. Kennedy Airport** (60 minutes from Stamford)

***The Stamford train stop is located just a few minutes walk from the event location at the Hilton.**

Gartner

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