

Agenda at a Glance

Find the solutions you need for today's new reality in our actionable agenda, along with tactics, tools, strategies,

Sunday, December 6

3:00 p.m.	T1. Tutorial: Service-Oriented Architecture Fundamentals <i>Daniel Sholler</i>	T2. Tutorial: Finding the Balance in Event Processing and SOA <i>Roy Schulte</i>		
5:15 p.m.	Power Networking Forum: Connections, Beer and Prizes			

Monday, December 7

7:45 a.m.	T3. Fundamental Models of SOA: Patterns of Design and Patterns of Use <i>Yefim Natis</i>			
8:45 a.m.	K1. Welcome Address and Gartner Keynote SOA and Cloud—Gateways to the New Reality of IT <i>Jeff Schulman</i>			
	Track A SOA and the New World of Application Architectures	Track B Patterns and Practices for Advanced IT Use of SOA and Events	Track C Get Your Web House in Order and Prepare for the Cloud	Track D The New Reality of Application Development
10:15 a.m.	K2a. Enterprise 2013 <i>Val Sribar</i>		K2b. Web and Cloud Computing: How to Ride the Wave and Avoid a Wipeout <i>David Cearley, Gene Phifer</i>	
11:30 a.m.	A1. Laying the Foundation for SOA Success <i>Daniel Sholler</i>	B1. Obscured by Cloud: Transaction Processing at the Heart of SOA, Web 2.0 and SaaS <i>Massimo Pezzini</i>	C1. WOA There! It's Time to Make Hard Choices About the Enterprise Web Presence and User Experience <i>Gene Phifer</i>	D1. The Disintegration of AD: Putting It Back Together Again <i>Matt Hotte</i>
12:30 p.m.	Attendee Lunch and Solution Showcase Dessert Reception			
2:30 p.m.	A2. BPM and SOA: Driving Value in a World of Dynamic Processes <i>Jim Sinur</i>	B2. Event Processing Scenario: How Situation Awareness Changes Business and IT <i>Roy Schulte</i>	C2. Cloud Adoption Case Studies: Key Strategies for Making Cloud Work for You <i>Gene Phifer, Richard Soley</i>	D2. SODA Scenario: Hold On Tight To Your Dream <i>Michael Blechar</i>
3:45 p.m.	Solution Provider Sessions and Case Studies			
5:00 p.m.	A3. Making the Case for SOA: Effective Business Cases <i>Anthony Bradley</i>	B3. Application Platform Scenario: Changing of the Guard or Business as Usual? <i>Yefim Natis</i>	C3. Buckle Your Seatbelts: Web and Cloud AD Convergence Ahead <i>Eric Knipp</i>	D3. IT Modernization: When Software Outlives Developers <i>Dale Vecchio</i>
6:00 p.m.	Solution Showcase Reception			

Tuesday, December 8

7:30 a.m.	Birds of Feather Networking Breakfast (by industry and role)			
8:30 a.m.	K3. Guest Keynote The Big Shift: Clouds—'Pull' and the Changing Nature of Business and Innovation <i>John Seely Brown, Independent Co-Chairman of the Deloitte Center for Edge Innovation</i>			
9:45 a.m.	Solution Provider Sessions and Case Studies			
11:00 a.m.	RFA1. Rapid-Fire Session The Worst SOA Mistakes You Can Make <i>Paolo Malinverno</i>	RFB1. Rapid-Fire Session Situation Awareness: IT Can Finally Provide It, Now How Can Business Use It? <i>Roy Schulte</i>	RFC1. Rapid-Fire Session What You Need to Know About Cloud Computing and Security <i>Bill Malik</i>	RFD1. Rapid-Fire Session SODA Patterns, Frameworks and MDD <i>David Norton</i>
11:25 a.m.	RFA2. Rapid-Fire Session Real-World SOA: What Are Your Peers Doing? <i>Daniel Sholler</i>	RFB2. Rapid-Fire Session Cloud Services are SOA in the Sky: Master Your SOA on the Way to the Cloud <i>Yefim Natis</i>	RFC2. Rapid-Fire Session Cloud Computing/SaaS Integration: Something New or Déjà Vu? <i>Benoit Lheureux</i>	RFD2. Rapid-Fire Session A Reference Architecture for Enterprise Business Process Improvement <i>Michael Blechar</i>
11:50 a.m.	RFA3. Rapid-Fire Session TBA	RFB3. Rapid-Fire Session It's Not as Extreme as You Think: Prepare for XTP in Your Future <i>Massimo Pezzini</i>	RFC3. Rapid-Fire Session Cloud Computing Will Reshape the Vendor Landscape <i>David Cearley</i>	RFD3. Rapid-Fire Session Gartner Business Value Model for Information <i>Andrew White</i>
12:10 p.m.	Attendee Lunch and Solution Showcase Dessert Reception			
2:15 p.m.	A4. Master Data Management: Does SOA Need MDM? <i>Andrew White</i>	B4. Governance and Value Measurement in an Advanced SOA Environment <i>Paolo Malinverno</i>	C4. Customer-Centric Web Strategies: Using the Web to Retain and Grow Customers, Even in Tough Times <i>Gene Phifer, Ray Valdes</i>	D4. Languages and Tools for the Next Generation of Application Development <i>Mark Driver</i>
3:30 p.m.	Solution Provider Sessions			
4:45 p.m.	A5. Web-Oriented Architecture: SOA and the Programmable Web <i>Daniel Sholler, Nick Gall</i>	B5. Best Practices in Advanced SOA <i>Massimo Pezzini</i>	C5. Portals, Content and Collaboration in the Cloud: How Solid, How Soon? <i>Gene Phifer, Ray Valdes</i>	D5. Requirements Definition, Tracking and Automation: A Critical Component of BPM and SOA/SODA <i>Thomas Murphy, Michael Blechar</i>
5:45 p.m.	Hospitality Suite			

Wednesday, December 9

7:30 a.m.	Birds of a Feather Networking Breakfast			
8:45 a.m.	K4a. Mastermind Interview: Event Processing: Designing IT Systems for Agile Companies <i>Yefim Natis, Roy Schulte, Dr. K. Mani Chandry</i>		K4b. Applications Overhaul: Rationalize, Modernize, Standardize, Consolidate and Simplify <i>Dale Vecchio, Andy Kyte</i>	
10:00 a.m.	Solution Provider Sessions and Case Studies			
10:45 a.m.	A6. End-User Panel SOA Success Stories: Delivering Business Value and a Go-Forward Foundation in a Tough Economy <i>Richard Soley, Daniel Sholler</i>	B6. Divide and Conquer: Taming SOA Complexity Through Federation <i>Massimo Pezzini</i>		D6. SOA Testing: Confronting the Nightmare of Testing Shared Services <i>Thomas Murphy</i>
11:45 a.m.	Attendee Lunch			
1:00 p.m.	A7. Developers vs. Architects: SOA Caught in the Middle <i>Nick Gall</i>	B7. Debunking the SOA Fanatics and the Naysayers <i>Roy Schulte</i>	C7. Application Platforms for Cloud Computing: Who, Why and When <i>Yefim Natis</i>	D7. The Role of Open Source in the New Reality of IT <i>Mark Driver</i>
2:15 p.m.	A8. Application Architecture: New Paths to Enterprise Agility <i>Anthony Bradley</i>		C8. Toward a No-Excuses User Experience <i>Ray Valdes</i>	D8. Application Case Studies: Hot Trends, Cool Ideas and How to Survive <i>Susan Landry</i>
3:30 p.m.	K5. Guest Keynote: The Power and Future of the Cloud <i>Werner Vogels, CTO, Amazon.com</i>			
4:30 p.m.	Conference Adjourns			

best practices and real-world case studies.

		W0. 3:00 p.m. – 6:00 p.m. Cloud Computing
4. Understanding ESB Suites and Other SOA and Integration Technology Alternatives <i>Jess Thompson</i>	T5. SOA Governance for Beginners <i>Paolo Malinverno</i>	
Track E Integration: The Essential Enabler for SOA and Cloud Computing		Track F Organizations, Governance and Management in the New Reality
2c. Application Leader, 2010 <i>Andy Kyte, Susan Landry</i>		Workshops
1. Cloud Computing and B2B Integration: Two Birds of a Feather <i>Benoit Lheureux</i>	F1. Enhance Your Application Strategies With Application Portfolio Management <i>Jim Duggan</i>	
2. The Art of Governing Integration and Collaboration <i>Frank Kenney, Paolo Malinverno</i>	F2. Governing and Managing Application Organizations <i>Matt Hotle, Susan Landry</i>	
3. Data Integration Technology and Architecture: Critical Infrastructure for Enterprise Information Management <i>Ted Friedman</i>	F3. The ALM Road to More Effective Application Delivery <i>Jim Duggan, Thomas Murphy</i>	W1. 4:00 p.m. – 6:00 p.m. How to Select Technologies for Your SOA Backplane <i>Jess Thompson</i>
		W2. 8:30 a.m. – 10:15 a.m. Understanding the Core Principles of Enterprise Mashups, Their Uses and How to Build a Business Case <i>Anthony Bradley</i>
FE1. Rapid-Fire Session Who Cares About Data Quality and Master Data for SOA Projects? <i>Ted Friedman, Andrew White</i>	RFF1. Rapid-Fire Session Agile Development: The ABCs of Agile <i>Matt Hotle</i>	W3. 10:30 a.m. – 12:30 p.m. Using Event Processing for Sense-and-Respond and Situation Awareness <i>Dr. K. Mani Chandy</i>
FE2. Rapid-Fire Session Am I Just Cynical, or Is This 'Secure' Services Pricing Getting Out of Hand? <i>Bill Malik</i>	RFF2. Rapid-Fire Session Agile Project Management: New Dog, Old Tricks <i>David Norton, Matt Hotle</i>	
FE3. Rapid-Fire Session Have All The Barriers Between A2A and B2B Really Collapsed? <i>Benoit Lheureux, Jess Thompson</i>	RFF3. Rapid-Fire Session Distributed and Off-Shore Agile Development: Oxymoron or Win-Win? <i>David Norton, Matt Hotle</i>	
4. The Enterprise Nervous System: Integration in the 21st Century <i>Jess Thompson</i>	F4. Release Management From Development to Operations: Hot Date or Cold War? <i>Jim Duggan, Bill Malik</i>	W4. 2:15 p.m. – 4:15 p.m. Using Measures to Reduce AD Costs <i>Matt Hotle</i>
5. Modernize Your Supply Chain and B2B Project to Save Money and Drive Growth <i>Benoit Lheureux, Paolo Malinverno</i>	F5. Case study: Governance <i>TBA</i>	
4c. Business-Aligned Applications: New Work, New Skills, New Approaches <i>Susan Landry, Matt Hotle</i>		W5. 8:45 a.m. – 10:45 a.m. How to Build a Practical Agile Software Factory <i>David Norton</i>
6. Secure Cloud Computing: Possibility or Fantasy? <i>Bill Malik, Research Director</i>	F6. Unconscious Incompetence and Change: Worst Practices, How to Recognize Them and How to Avoid Them <i>Matt Hotle</i>	
7. Integration Case Study <i>TBA</i>		W6. 1:00 p.m. – 3:00 p.m. SOA Workshop <i>Thomas Erl</i>
	F8. Governing in the New Reality of SOA and the Cloud <i>Frank Kenney</i>	

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This year the summit will feature 12 special sessions dedicated to lessons learned from real experience and how-to advice:

- **Six case study and end-user panel sessions** featuring Intuit, ING, Pfizer, TransUnion, and more. Topics include cloud computing, SOA, governance, data integration and more.
- **Six drill-down workshops** on agile, cloud computing, next-generation SOA, event processing, mashups, and SOA technologies. (Limited space. Preregistration required.)

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We've created a new lineup of 20 Analyst/User Roundtables taking place throughout the event.

Roundtable topics include:

- Developing in the cloud
 - Enterprise open source adoption/management strategies
 - The most common mistakes in SOA and how to avoid them
 - Agile adoption in the enterprise
 - Legacy modernization best practices
- ...and many more!

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