

TRACKS	<b>A. Leadership to Drive Business Transformation</b>	<b>B. Crafting and Implementing an Effective Application Strategy</b>	<b>C. Architecting for Digital Excellence</b>	<b>D. Application Development for Engagement and Innovation</b>	<b>E. Integration Strategies for a Complex Digital World</b>	<b>F. Delivering Great Customer and Employee Experiences</b>	<b>G. Customer Technology: Turning Vision Into Reality</b>	<b>H. Anticipating the Next Wave of Technology and Business Disruption</b>
TUESDAY NOVEMBER 27	Future of Work: Trends That Will Impact Your Digital Workplace	Top 10 Strategic Application Trends	Key Cloud Trends to Navigate Digital Business	Digital Transformation Demands New Digital DNA for Development	The Hybrid Integration Platform: Can You Be in Business Without One?	Superior Customer Experience — The Winner Takes It All	How to Use AI to Create the Customer Experience of the Future	Turbocharge your API Strategy via the Digital Integration Hub
	Building a Change-Ready Culture	How Do I Build a Digital Business Technology Platform?	App Architecture — Principles and Maturity for the Digital Age	Application Development in the Era of Artificial Intelligence	Adopt a Data Hub Strategy to Improve Application Integration	Understanding the Real Customer Journey — The Myth of Continuous Experience	Transforming Team Collaboration: Harnessing The Power of Chat, Graphs, and AI	Governing next-generation API infrastructure: Events, Microservices, Streaming, and hybrid architectures
WEDNESDAY NOVEMBER 28	Fresh Hot Roles for the Digital-Driven, Data-Savvy Organization	Re-Imagining the Application Organization in a Product-Oriented World	Microservices Data Wars	The Three Secret Virtues of Great IT Contributors: Finding and Cultivating Expertise	Technology Insights: Integrations In The Cloud	The Customer Experience Pyramid: Build Experiences That Matter More	Plan for Progressive Web Apps: The Future of the Web	The Future of Data Science — Eyeballs and Algorithms
	Who Will Be Our Next Generation of Managers?	Redesigning Governance for Agile and Continuous Delivery	Ten Essential Skills of the Modern Software Architect	A Sense of Purpose — Why Targeted Apps Yield Better Results	Future of the Integration Competency Centre: The Integration Strategy Empowerment Team	Become a Top Performing Development Organization By Embracing Design	Elevating Your Portal to an Employee Experience Platform	Prepare for the Future Customer
	How Technologies Can Support Inclusion in the Workplace	Achieve Digital Dexterity With Effective Product Management of Digital Products and Platforms	Software Meets Physics: How Digital Twins Will Impact and Improve Enterprise Applications	Theory X, Y and Z — The Role Culture Plays in Agile Transformation	Artificial Intelligence in Integration Forges a New Alliance Between Human and Digital Integrators	Designing the Next-Generation Experiences	Learn From Real World IoT Implementations — And Improve Your Own IoT Solution Success	How Cloud Managed Service Providers Fit Into Your Application Strategy
	The Application Leader's Guide to Digital Ethics: Leading Your Enterprise in a Digital Society	Managing an Application Portfolio Requires More Than Application Portfolio Management	Technology Insights: MASA, an Agile Architecture With Integrated Apps, APIs and Multigrained Services	Technology Insights: Creating the Optimal Multidevice Web App Experience — Responsive Design Is Not Enough	Arriving at a Single Point of Truth for Customer Data in a World of Disparity and Silos	Scaling Digital Design: Building Practice and Scope	State of the Web: The Critical Trends in Architecture, Platforms and Frameworks	Your Artificial Intelligence Strategy Is Ready (But Only If You Need One)
THURSDAY NOVEMBER 29	How Application Leaders Can Cultivate Digital Leadership Mindsets and Behaviors in Their Teams	Top 10 Things You Need to Know About API Platforms and Creating an Ecosystem	Refactoring Monolithic Software to Maximize Development Agility and Cloud Deployment	Using AI Hosted Services to Build Better Apps	AI and Robotic Process Automation: From Hype to Reality	Assessing Machine Learning in Customer Journey Orchestration	Building Effective Virtual Assistants — The Subtleties of Conversational Solutions	Beyond Scrum, Achieving High Agile Maturity
	Insourcing, Outsourcing, Crowdsourcing for Better Innovation	How to Create an API Center of Excellence to Increase API Quality, Consistency and Usage	Develop Your Application Platform Strategy for the Hybrid, Multicloud State	Build Continuous Quality Into Your DevOps Toolchains	How to Deploy a Business Utility-Style Hybrid Integration Platform	Without Great EX You Can Forget Great CX	Demystifying The DXP	To the Point: What Is RPA?
	Empowering Delivery Teams With End-to-End Accountability for Product Outcomes	Seize The Moment — Explore Business Benefits by Integrating AI Into Your Postmodern ERP Strategy	What Application Leaders Need to Know About AWS, Azure, GCP, Oracle and SAP Cloud Platforms	To The Point: How to Choose the Right Test Automation Technology	How Integration Professionals Can Not Only Survive, But Thrive With Postmodern ERP	Customer Analytics: Why This Must Be Your No. 1 Investment To Improve the Customer Experience	Getting Started With Immersive Technologies — The Reality of Virtual, Augmented and Mixed Realities	Three Keys to Architect Your Digital Future