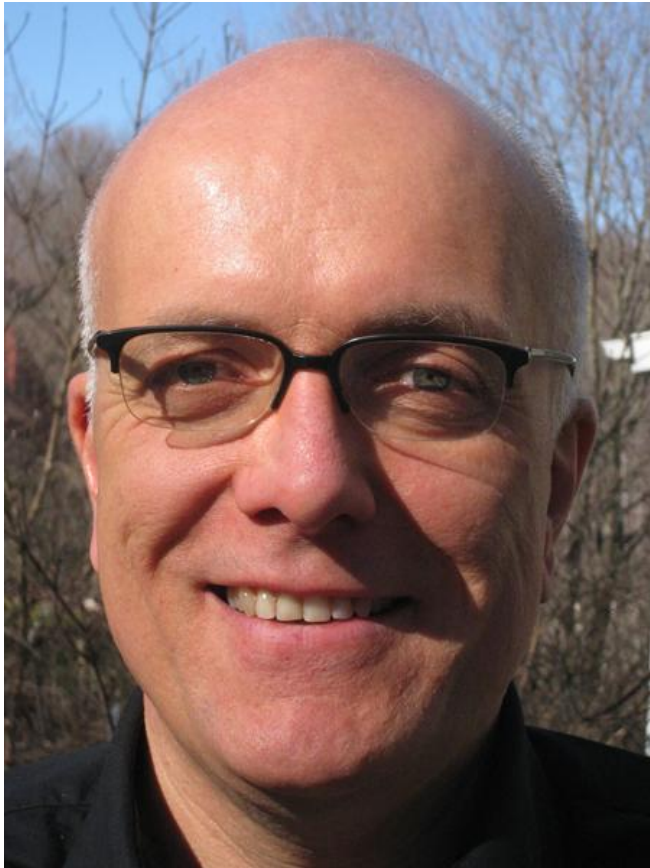


# Architect's Guide to Impact 2010

## Scalable Connectivity



**Marc-Thomas Schmidt**

*Distinguished Engineer*

*IBM Chief Architect SOA Connectivity*



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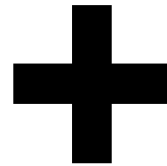
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# Connectivity Issues Effect Business Outcomes

## Cost Optimization

to slash on-going expenses and maximize efficiency necessary for all economic climates



## Agility

to pursue new revenue opportunities and address competitive threats

**Impact 2010 presents 160+ IBM, customer experts on these 2 business-critical aspects of connectivity**

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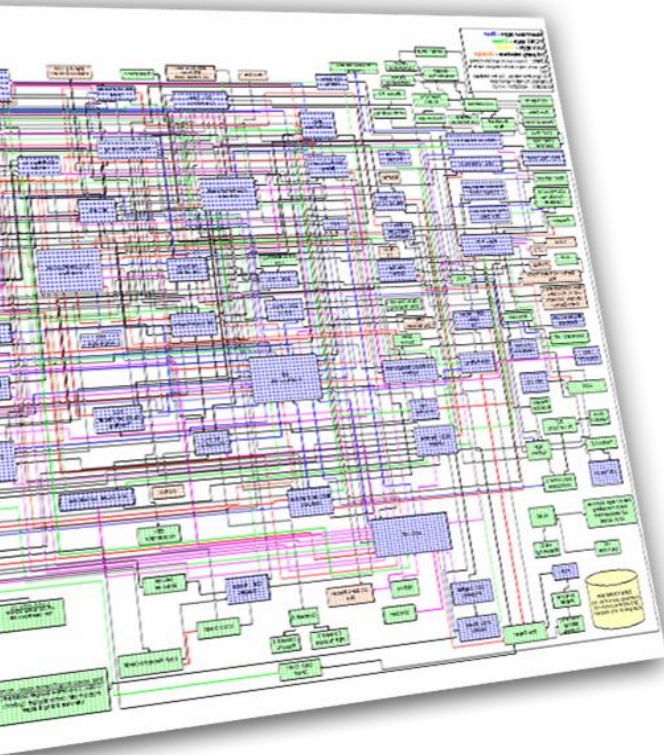
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# Impact 2010: How Connectivity Helps IT

*Adopting Infrastructure for Changing Market Trends*

*Customers want  
to improve this....*



*... to run their  
business like this.*

## Connectivity Benefits

**Reduce Complexity**

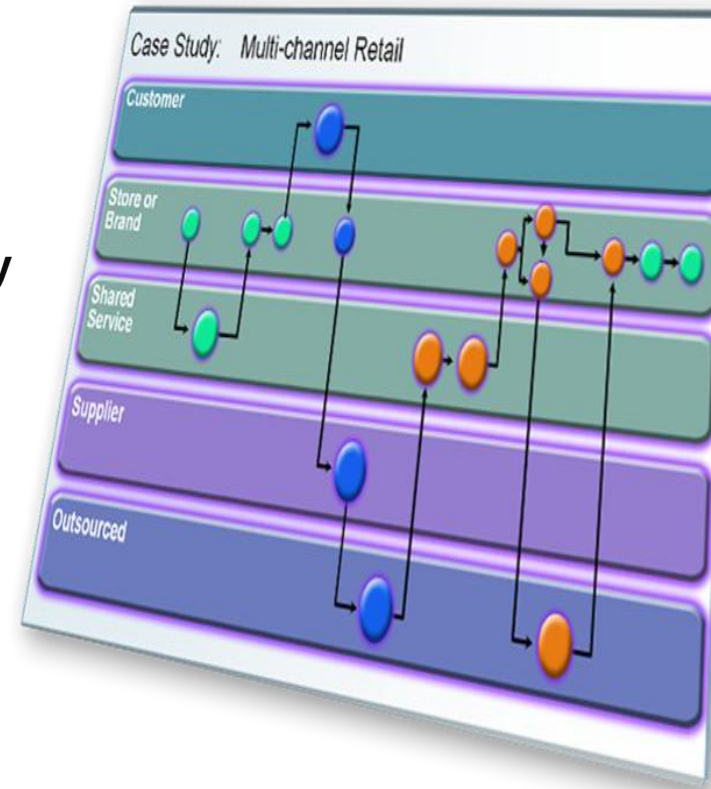
**Boost Robustness**

**End-to-End Connectivity**

**Reduce Cost**

**Greater Governance &  
Control**

**Improve IT Flexibility**



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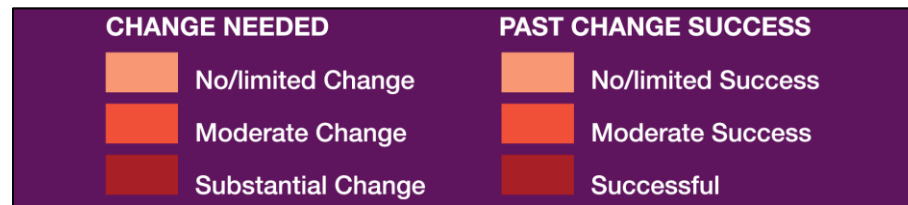
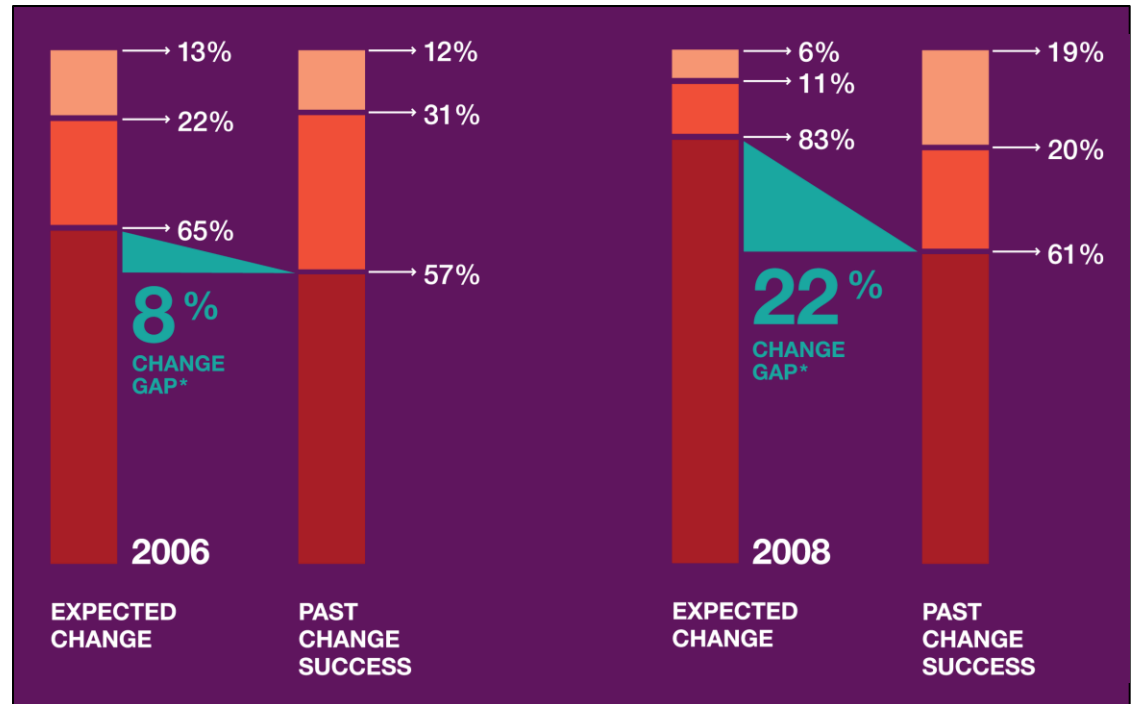
# CEOs: IT Goals To Boost Business Agility

8 in 10

CEOs anticipate turbulent change and bold moves.

3x

Increase in the gap between leaders' need for change and their ability to manage it.



Source: 2008 IBM CEO Study

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# IT's Growing List of Business Agility 'To Dos'

*Impact 2010 Explores How Connectivity Can Help*

- **Provide business-relevant information** about IT services performance.
- Shift their focus to **performance-related service management** processes – and less on from “nuts and bolts” .
- **Detect intelligent performance and availability** as it impacts business performance.
- **Event management to align to business goals**, be sensitive to business context of events, metrics, triggers.

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# Impact 2010 One-on-One Networking Access

*Learn How Connectivity 2.0 Brings Problem-Solving for Business*

**How do I eliminate “rogue services” and ensure control of my SOA?**

**How do I govern services as part of my SOA?**

**How do I manage the services lifecycle?**

**How can I help my ESB execute in the right context?**

**How do I enable enforcement of policies across all internal and external services?**



**How do I help services interact efficiently and dynamically with each other?**

**How do I optimize service interactions to be better aligned with business process?**

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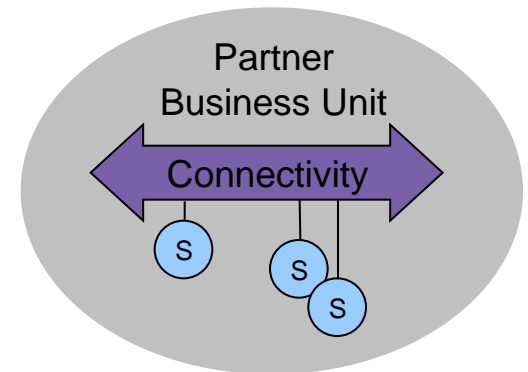
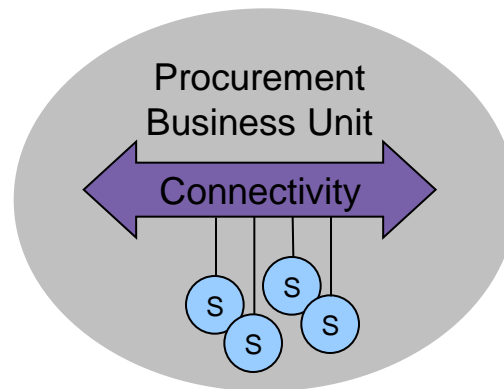
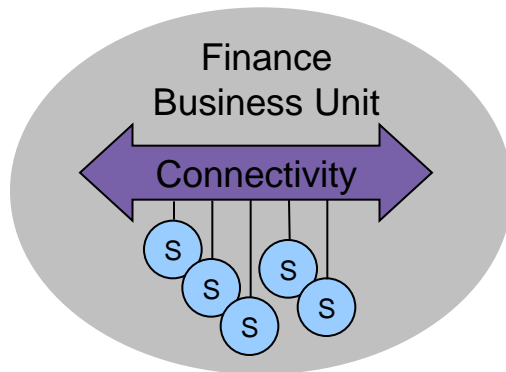
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# At Impact 2010 Learn New Capabilities to Connect Your 'Islands of SOA'

- Most enterprises are **not** monolithic, but have **multiple business units**
- Each business unit encapsulates services **reused within the business unit boundaries** via its connectivity infrastructure
- The **business units often are isolated** and autonomous
- The business units are in effect **service domains ... Islands of SOA**



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# Top 5 Connectivity Sessions for Business Agility

## *At Impact, Meet Experts from All Technologies*

- **Service Federation** – Connecting ‘islands’ of SOA’ across departments, with IBM’s Greg Flurry and Nick Butler, inventors of the “Service Federation” concept .
- **Federating SOA and Cloud (Case Study)** – How to connect SOA to cloud for large-scale, multi-domain system. Product demos.
- **Dynamic ESB [Lab]** – Create a “Dynamic ESB’ to quick respond to SLAs and workloads. Features WebSphere ESB and WSRR.
- **Industry-Specific Connectivity** – Vertically-optimized WebSphere-based infrastructure that uses powerful, pre-defined Industry Frameworks, templates and industry-specific metadata.
- **Intelligent and Adaptive B2B Connectivity** – See first-hand how to apply intelligence and authentication to connectivity with B2B partners.

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# Connectivity 2.0: A More Unified Approach To Business-Critical SOA Across Business Units

**An Integrated and Agile Business Requires . . .**



**. . . Unified Governance, Security, and Management**



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# Proven Business Use Examples

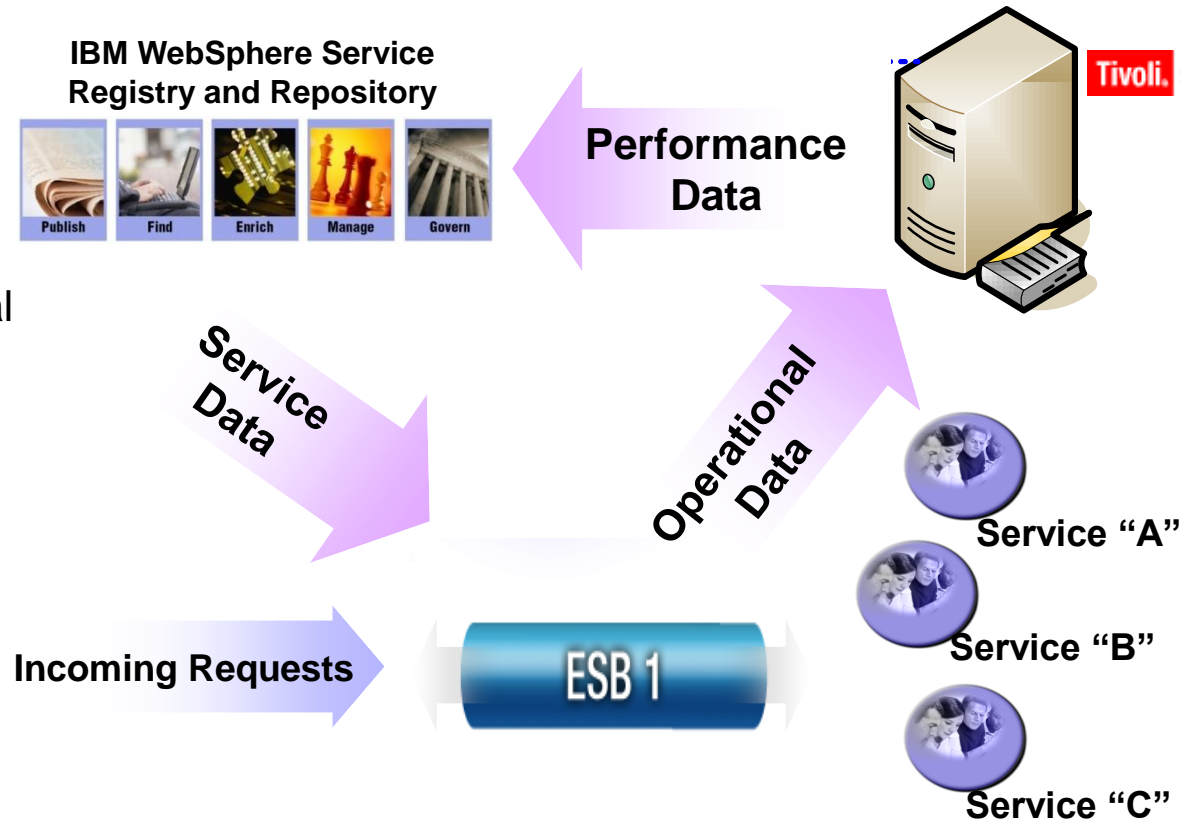
*How You Can Use a Connectivity Fabric for Business Value*

## Business challenge:

- How to enable shared infrastructure to support different qualities of service?
- How to provide operational management controls?

## Solution:

- Provide performance information to registry to enable service selection
- Enable ESBs to provide logging and routing functions



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# Learn Service Federation Management Benefits

*At Impact, Connectivity Experts Show You How To...*

- **Promote Reuse**
  - Leverage a common, federated registry and repository across multiple ESBs
- **Enable Governance**
  - Scoping and promotion of service endpoint visibility according to federated deployment and topology requirements
- **Enhance Connectivity**
  - Enable dynamic service selection for ESBs
  - Enable enforcement of policies
- **Optimize Service Usage**
  - Utilize common registry for impact analysis, change notification, version management, etc. across ESBs



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# Service Federation In-Depth at Impact 2010

- Introduction to Service Federation Management
- The Evolution and Current State of the Enterprise Service Bus
- WebSphere ESB and Process Server Best Practices
- The Future Will be Federated: Use Cases in SOA & Cloud Computing
- Governed Approach to ESBs with Patterns (Financial Case Study)
- Getting the Most Out of WebSphere MQ Clustering - Best Practices
- Implementing a Dynamic ESB

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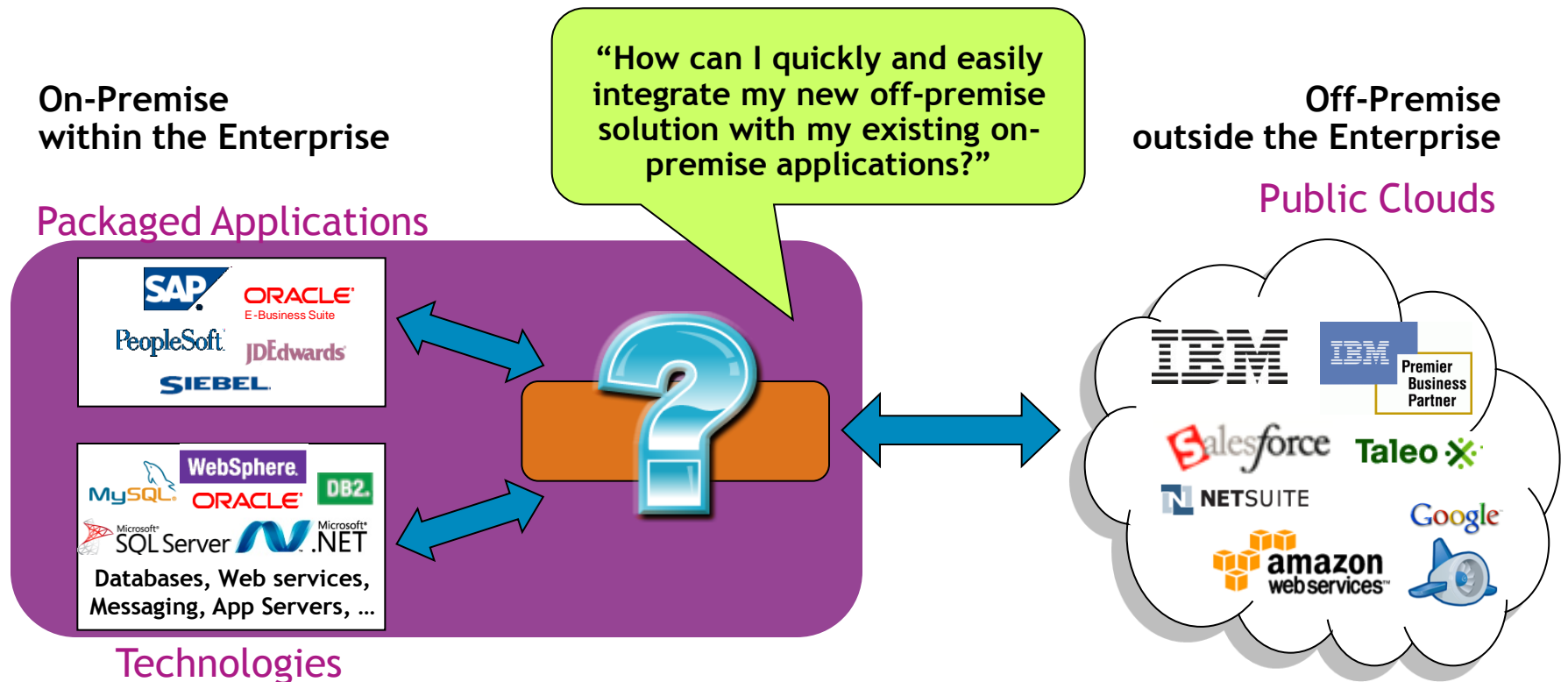
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# Learn Latest B2B, Cloud Delivery Models

*Impact 2010 Offers Connectivity Best Practices, Technologies*

- All sizes of enterprises
- Enterprises with deep technical skills ranging to little technical skills



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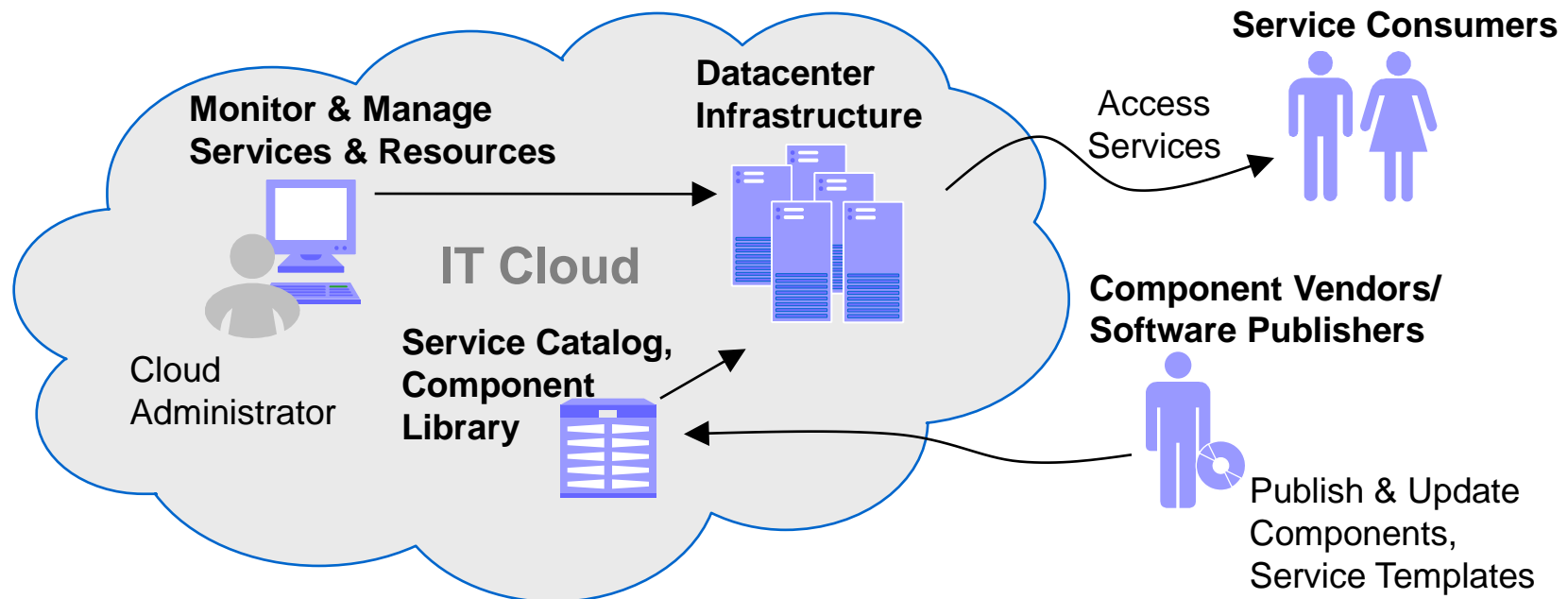
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# Learn IBM's Hybrid Approach to Cloud

*Classical Connectivity, Integration Problems – with a Twist*

Cloud Connectivity: Supports on-premise, off-premise integration of applications, data, and IT assets are **rapidly provisioned**, provided as **standardized offerings** to users in a **shared resource** pool.



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# B2B, Cloud In-Depth at Impact 2010

- 10 IT and Business Benefits of B2B Integration in the Cloud
- Cloud-Based WebSphere Infrastructure and Appliances:
- On-Ramps to the Cloud: Global Data Privacy in the Cloud
- Whirlpool's Approach to SOA & Cloud Computing
- Securing Hybrid Clouds --- Rethinking Enterprise Boundaries
- Middleware & Cloud
- How Ford Created a Successful Global SOA Program
- Business Event Processing Across the Enterprise
- Best Practices: Maximize Value of Business Interactions with BEP

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# Improve Your Skills at Impact 2010

*Entry Points for Your Career and Your Business*

- Hear, See and Demo the entire family of IBM Connectivity solutions for Legacy Architecture, SOA, Hybrid and Cloud
- Learn about SOA and ESB adoption models for vertical industries to quickly meet business connectivity and information needs
- Discover how SOA Governance brings intelligence, management and control to all connectivity options



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# Impact 2010 Focus

*A Wide Range of Top Level, Interactive Expertise*

- **Panel Discussions** – Top Experts from IBM, Partners, Customers
- **Customer Case Studies** -- Learn how to apply best practices
- **IBM Distinguished Engineers** -- Available for demos, discussions
- **Practitioner Sessions** – Hands-on technology/technique
- **Meet 1:1 with Experts:** IBM experts, Customers, Partners
- **Preview New Products** at IBM's Product Technology Center
- **In-Depth 'Mentored Labs'** -- Obtain drill downs in to technology features, deployment practices, optimization, etc.

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# Impact 2010 Attendee Portal & Agenda Builder

## For Registered Attendees Only

- Search for Sessions to create your own personal agenda
- Filter Sessions by Date, Program, Track, Industry, Topic or Product

## First Time Users:

- After registering for Impact 2010, upon receipt of confirmation email visit <http://impactsmartsite.com>
- Provide Impact registration confirmation number and last name to create a user account

## Expanded functionality @ Impact

- Attendee Portal will also be the primary interface for session Surveys
- Interactive Solution Center expo map
- Smart Phone optimized version

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Cloud Computing

Help



### Forbes Business Leadership Forum

Seating in all Impact sessions is done on a first come, first served basis. Enrolling in a session via this tool, does not guarantee your seat at the session. This includes all hands on lab sessions and lectures.

View by:

Sessions By Date

[Monday, May 3](#)

[Tuesday, May 4](#)

#### Monday, May 3

Monday, May 3			return to top ↑	
<input type="checkbox"/>	02:00 PM - 03:15 PM Advanced	BCE-2155A	<b>A Healthy Customer Experience: Personalized Preventive Medicine Is Just What The Doctor Ordered</b> Patrick Shearman, HCF Ed Mounib, IBM	Venetian, Marco Polo 806
<input type="checkbox"/>	02:00 PM - 03:15 PM Beginner	BEE-2889A	<b>Developing a World-Class Selling Organization in an Economic Downturn</b> Dave Roberts, UNC Kenan Flagler	Venetian, Marco Polo 802
<input type="checkbox"/>	02:00 PM - 03:15 PM	BBA-2861A	<b>How Visa Europe's New Clearing and Settlement System Does It</b>	Venetian

#### Session Selection Tips

- Click on the title of a session for more information about that session.
- Click on a white checkbox to add the corresponding session to your personal agenda. The checkbox will turn blue.
- Click on a blue checkbox to remove the corresponding session from your personal agenda.

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## For More Information

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Now

### [Register today!](#)

Secure your reservations to join us May 2-7 in Las Vegas, NV. Company package pricing available through the exclusive **Company Pass Program** or consider the new **two-day pass**.

Keynotes  
&  
Speakers

### [Thought leaders share their insights at Impact](#)

Preview of some of the forward-thinking guest speakers who will grace the stage May 2-7 at Impact 2010

Programs  
& Tracks

### [Hundreds of Business and Technical sessions](#)

Impact 2010 offers programs for Business Executives and IT Professionals. Begin with the [Program & Track Overview](#) to identify sessions that focus on solutions designed for your business.

Why  
Attend  
Impact

### [Top 5 reasons to attend this conference](#)

Tips to gain employer approval, the value of face-to-face meetings and the Top 5 reasons why Impact 2010 will be the most cost-effective professional development choice you have all year.

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## Conference Highlights

- [Forbes Business Leadership Forum](#) that includes tracks focusing on critical business topics such as: optimizing business processes, improving decision management, empowering the changing workforce, and globalization
- [Smart SOA and BPM Technology Program](#) that offers lectures, workshops, hands-on labs, and networking opportunities, all designed to maximize the skills of IT executives and professionals
- [IBM Business Partner Summit](#) begins at 10:30 a.m. Sunday, May 2, with breakout sessions focusing on partner strategy and business opportunities. The day also features a general session and the partner cafe.
- [Interactive Symposium](#) designed to bring LOB and IT together to discuss and collaborate on key business issues within their industry
- [Industry Zone](#) in the Solution Center, plus targeted sessions by industry featuring best practices and specialized demos
- [Product Technology Center](#) offering open labs, tech zones and product demos integrating networking, hands-on training and other social learning-- all in a "one-stop" location

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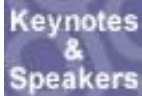
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See You in Las Vegas May 2 – 7, 2010

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[Secure Your Impact 2010  
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