



Participate in the largest European annual technical event dedicated to WebSphere products and solutions

The 2010 WebSphere Technical Conference combines the WebSphere and Transaction and Messaging Conferences of the previous years into one seamless agenda. This conference has earned the reputation for delivering deep technical content targeted at architects, developers, integrators and administrators by offering lectures and hands-on labs that focus on the best practices and practical skills required to run today's enterprises. This year will be no exception.

Attend the WebSphere Technical Conference and expand your knowledge of BPM, CICS, Messaging, WebSphere Application Servers and Infrastructure, including a focus on SOA and Cloud Computing topics. You will also gain insight into current IT trends and learn how to keep pace in today's rapidly changing business climate.

With over 100 unique sessions, the WebSphere Technical Conference will feature key themes in today's technology trends:

Learn about **Cloud Computing** and how to integrate cloud technologies into your enterprise today. The conference will show how WebSphere software can enable your enterprise to take advantage of the benefits of Cloud Computing.

- Build your own private clouds with the newly released IBM WebSphere Cloudburst Appliance version 2.0.
- Explore your hybrid cloud needs for B2B and B2C solutions from IBM's new acquisitions, Cast Iron Systems and Sterling Commerce.
- Whether you are a SaaS provider or consumer, discuss the security, governance and whether you can realize significant cost/time savings over earlier IT delivery models.
- IBM is not only the leading vendor in software and hardware solutions for implementing private, public and hybrid clouds, but it also has a growing portfolio SaaS solutions including IBM Blueworks for BPM solutions and the IBM Smart Business Development and Test Cloud to provide an on-premises cloud behind your firewall. More IBM cloud solutions will be unveiled during 2010 WebSphere Technical Conference.

Investigate how **Business Process Management** can transform your business by achieving a collaboration among stakeholders across business and IT, and alignment of business intent with process application execution. This year, IBM unveiled new offerings in the IBM BPM Suite aimed at helping organizations achieve business agility by optimizing their processes to increase efficiencies, reduce costs and find ways to grow their businesses.

- Newly added to the IBM BPM Suite, IBM WebSphere Lombardi Edition, provides visibility and real-time control to help process owners react and adjust quickly to market pressures, regulatory changes, or other external forces.
- IBM ILOG Business Rules Management System includes easier and more comprehensive rule authoring for business users to automate the decision-making process. Business rules govern everything from processes to decision-making and give companies analytics capabilities the help them react more quickly to changing circumstances.

Explore the **Service Federation** and **Enterprise Service Bus** options offered by IBM WebSphere Connectivity products. As SOA deployments grow from focused efforts around specific business use cases into enterprise-spanning environments, discover how WebSphere ESB products offer a comprehensive, flexible and consistent approach to integration while reducing complexity.

- WebSphere MQ, WebSphere Message Broker, WebSphere DataPower Integration Appliances, WebSphere Enterprise Service Bus can ensure fast and reliable access to business information by untangling costly and debilitating IT complexity associated with point-to-point integration.
- WebSphere Service Registry and Repository provides service visibility and governance for reusable services, policies and associated metadata, with support for SOA governance from creation to retirement of SOA services. WSRR also allows you to establish bridges between separate ESBs, allowing services and applications to be shared between domains.
- With the addition of Cast Iron Systems to its software portfolio, IBM can offer clients a complete platform to integrate cloud applications from leading providers including salesforce.com, Amazon, NetSuite and ADP with on-premise applications, such as SAP and JD Edwards.

Gain insight into the new techniques and **Open Standards** from the IBM WebSphere platform to improve Web application performance, lower maintenance costs, simplify development, and enable innovative new Web application capabilities.

- Application developers have a rich set of techniques and tools to choose from, including OSGi, REST, Dynamic Scripting, SCA, JPA 2.0, and Communications Enabled Applications.

For more information and registration:
ibm.com/training/conf/europe/ws

Tracks

- Architecture
- Development
- Application Infrastructure
- Business Process Management
- CICS
- Messaging & Connectivity

Who should attend this conference?

- Administrators
- Application developers
- Architects/designers/decision makers
- Business Analysts
- Business Process Designers
- Business Process Integrators
- IBM Business Partners
- IT professionals
- Systems analysts
- Systems integrators
- Systems programmers

Attend two great conferences for the price of one

This year's conference will be collocated with the Portal Excellence Conference, dedicated to portal business solutions and technical strategies. Your conference pass to the WebSphere Technical Conference will allow you to attend any session on the Portal Excellence Conference agenda. This 3-day event is designed to help organizations learn how to keep pace with the expanding, and ever increasing, Web-savvy user. With over 100 sessions, you'll learn about the latest Web portal, content, social, mobile, eCommerce and other innovations/technologies available from IBM and our Business Partners – as well as best practices and success stories.

Solution Village

As part of the two conferences, we organize a common **Solution Village (Expo)**.

Why Exhibit?

- Reach hundreds of IT decision makers focused on WebSphere and Portal products
- Present and promote your solutions to a targeted end-user audience
- Access a WebSphere and Portal forum and show how your solutions add value
- Network with IBM and customer executives, decision makers, as well as subject matter experts
- Learn about the latest products, technologies, best practices and solutions

For further information, please contact **Sofia Sevón** at sevonsof@be.ibm.com.

Enrollment

The conference fee is **1930 €** exclusive of local VAT. This fee provides access to all keynote and elective sessions, workshops, panel discussions, conference proceedings, meals, refreshments and conference events mentioned in the conference agenda.

Enroll before July 10th and receive an Early Bird discount of 100 € off the conference fee!

For more information and enrollment: ibm.com/training/conf/europe/ws

Your conference pass to the WebSphere Technical Conference will allow you to attend any session on the Portal Excellence Conference agenda. For more information on this conference see: ibm.com/training/conf/europe/pe.

GSE members

Special benefits are granted to GSE members. For more information, please visit the GSE website at gse.org

Hotel Reservation

Please note that you are responsible for your hotel booking and that your hotel reservation is not part of your registration. For information about hotels in the local area, please visit the conference Web site.

Location

CCD – Congress Center Düsseldorf
Stockumer Kirchstrasse 61
40474 Düsseldorf, Germany
Tel: +49 211 4560 8407 Web: www.ccd.de/en

More information / Questions

All conference sessions will be in English.

If you have questions, please contact us at conferences@be.ibm.com



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