GUIDE SPRING EVENT
Abstracts and Biographies

GSE | GUIDE SHARE EUROPE

MONDAY, 29 April 2019

09:30-09:45
Welcome & Opening
Mr. Peter Groth, President, GUIDE SHARE EUROPE
Mrs. Alina Mot, Technical Coordinator, GUIDE SHARE EUROPE, German Region

09:45-10:30
AI Megatrend – Smart Assistants, best practice and client examples
Dr. Wolfgang Hildesheim, Director Watson, Data Science & Artificial Intelligence DACH

Biography

Dr. Wolfgang Hildesheim is a high-energy physicist by education. He worked at CERN and DESY. After more than ten years in research and consulting, he took on the Executive Vice President role for Worldwide Sales and Marketing, of a family owned company in the area of Big Data and Communication Intelligence. Being a member of the board, he significantly increased revenues and profits. In particular, through individual custom solutions and strong client orientation. In 1997 Wolfgang Hildesheim joined IBM to lead the Automotive, Aerospace and High-Tech Practice. Since 1999 he has been leading IBM`s Big Data Industry Solution Business in Europe and helping client enterprises to become more data driven and create business value by using Analytics. Since 2012 Wolfgang Hildesheim has been responsible for the growth and creating IBM´s Watson Business in Europe, with a major focus on Germany. Watson Solutions are IBM`s answer to the current worldwide Artificial Intelligence (AI) mega trend; offering unmatched intelligent services with a competitive edge. While the risks of a Super AI are overestimated in public discussions and driven by Hollywood, the market opportunity for growth and new jobs related to Narrow AI technologies are underestimated. Wolfgang Hildesheim regularly presents at conferences and publishes articles related to AI.

11:00-11:45
How to take Corporate Compliance Policies and turn them into testable Compliance Requirements for the Mainframe
Mr. Brian Marshall, President of Vanguard Integrity Professionals

Abstract

Most organizations today have Corporate Compliance Policies but these policies are not usually written such that they can be tested as written. This session will show corporate auditors and mainframe security personnel how to take these high level, platform agnostic statements and turn them into testable compliance requirements for the Mainframe. This session will cover some of the difficulties with getting agreement across business units and organizational functions as many times, the systems programmers, security personnel and management will have differences of opinions. In order to be successful, all stakeholders must agree on the approach, scope and depth of the compliance requirements. This session will use examples for all three ESMs.

Biography

Brian Marshall is the President of Vanguard. Marshall joined Vanguard in 2006 as the Director of Research and Development. Prior to joining Vanguard, Marshall served 11 years in software development management at Computer Associates and Innovative DP Designs, Inc., where he led the development team for IMS database utilities. He was also a professor of computer science at Solano College in Fairfield, California. Marshall holds a BS in Computer Science and MBA from Sonoma State University. Brian has also received the best session award for SHARE, CACS, ISSCA.

11:45-12:30
Transformation from a program controlled to a data driven world
Mr. Jürgen Bartling, Chief Information Officer, Sonepar Deutschland GmbH

Abstract

How do you compete in a changing digital world? I had no doubts of a natural evolution from electronic data processing over information technology to knowledge processing as starting ramp for transformation and digitalization. But large implementations of self-written or modified standard program packages give us a down to earth experience: We still collect, update and delete data using these packages. Electronic Data Processing as function with data changing along the time, far away from knowledge processing. Web and Business Intelligence solutions support us to improve data quality. The availability of data context as information facilitates the data entry. This is the step to information processing as function with not only data but also context changing along the time. New and fast changing solutions demand for reliable interfaces in a modularized architecture. Enterprise application Integration, Service Oriented Architecture, Web Service Bus have been the approaches to solve this problem. Latest technology focusses on Application Program Interfaces and led to the idea of an "API driven economy". The normal vendor approach is to offer these APIs in a program to program communication. The data is hidden locally behind these program layers. The control of the business processes is completely in the responsibility of these programs and in the hands of the vendors who offer these programs. Any data access from an external program is read-only or needs an export, transport and load to another application. My presentation is about a new player in the application landscape: A data layer. This data layer allows to define business processes depending on the change of data and to focus on the data flow: "Which data is really needed to control the processes?" A question independent from "Which data is needed to solve a task?" If we really see data as a strategic asset in a modularized application architecture an independent data layer could pave the way for us. Data driven robotics could be the vehicle to give the needed speed.

Biography

After studying mathematics and computer science in Braunschweig, Jürgen Bartling worked in the IT organization for a group of companies in the business of Asphalt and Concrete production, and as a consultant for IT systems and networks. Since 1999 he has been working for Sonepar. Firstly, as Managing Director of the IT service company of Sonepar Germany, and since January 2017 as CIO. Jürgen Bartling is a member of the international Sonepar ICT Committee. Sonepar Germany is part of the French Sonepar Group. Sonepar is an independent family-owned company with global market leadership in B-to-B distribution of electrical products, solutions and related services.

13:30-14:15
Mainframe Security Integration; not as difficult as you think!
Mr. James Loftus, Professional Services Manager and CISO, RSM Partners Ltd

Abstract

Enterprises face many challenges, one of them typically being how to integrate mainframe security with the rest of the enterprise. When it comes to such things as Identity and Access Management (IAM), real time alerting, threat detection and vulnerability scanning, the mainframe is often deemed too complicated and often gets excluded. One hears so many times, "we have excluded the mainframe from this as we don't understand it or it's already secure". This is not the case as the mainframe can be integrated into enterprise solutions to provide a true enterprise view of security. Mark will be discussing some of the recent projects RSM has been involved in, and talk in detail about the security benefits and some of the infrastructure challenges that have been overcome.

Biography

James Loftus is a Professional Services Manager and CISO at RSM Partners, bringing deep expertise and experience in key areas including Information Security Management, Risk, Audit and Compliance. James has been in the IT industry for over 25 years and previously held senior roles at Barclays Bank Plc and Lloyds Banking Group respectively. His role at RSM sees him focus on strategic risk, security and related projects for banking and other financial clients, in both a client advisory and hands-on project management capacity. He is also a voluntary board member of ISACA in the UK.

14:15-15:00
Best practices in Mainframe Operations - First Findings
Mr. Svenn-Aage Sønderskov, Chairman of the European GSE Working Group 'Best Practices in Mainframe Operations'

Abstract
The operations-side of the Mainframe is challenged by the generation gap, demographic issues, lack of management understanding of the platform and thus, tend to be out of focus even if it is the platform that "runs" the business. Due to decreasing qualified resources to run the operation we can foresee the challenges in running the mainframe. Everybody has made an effort in the Automation area, but areas that cannot be automated or areas that need to be addressed before it is too late, request attention NOW.
As examples of the crucial areas which need to be addressed:
- Debugging as part of Root Cause Analysis
- Do hygienic tasks on a daily basis - Performance, security, maintenance, monitoring …
- Solving Software and hardware errors
Come and hear the First Findings in the GSE Europe Initiative.

Biography Svenn-Aage Sønderskov
Svenn-Aage Sønderskov is a Systems Programmer, DBA and IT Architect, with over 40 years of experience. Many years he has been acting as a Manager as well as provided infrastructure and support for both developers and production staff, among which are a lot of home-grown tooling that exploits the infrastructure in ISPF and TSO as well as IDE's.

15:30-16:15
Being smart - using your data intelligent by avoiding data movement
Mr. Leif Pedersen, Executive IT Specialist, IBM Analytics for z Systems, Europe

Abstract
Today, the majority of all transactional data are somehow copied or moved from the transactional database into many different types of data store, like Hadoop, Data Lakes, Enterprise Data Warehouses etc. The question is, if this is always the best and optimal solution when the business needs to be able to utilize the transactional data faster for analytics processing to get better insight into current data. Can the data architecture be simplified and optimized to by making data available faster for supporting the business needs and the needs of data insight? This presentation will provide you with a point of view on how this can be done by being smarter and more intelligent by accessing data in place.

Biography
Leif Pedersen is passionate about the z Systems platform and especially how the use of new technology on this platform can provide values to clients, to IBM business, and to the world in general. As a Technical Leader, Leif is involved in many projects to help clients in Europe to improve their business by taking advantage of the latest technology within the analytics space, like IBM Open Data Analytics for z/OS, IBM Machine Learning, Data Lakes, and the DB2 Analytics Accelerator for DB2 for z/OS (IDAA). Another area of interest is, how these technologies on the z Systems can fit into an already existing analytics landscape, running on different platforms and utilizing different technologies and, how it can fit into a Cloud or Hybrid Could analytics architecture.

16:15-17:00
Augmented and Virtual Reality
Dr. Henrike Düerkop, Marketing Coordinator, Boon Edam GmbH
Dr. Andreas Kohne, Head of Business Development, Materna TMT GmbH

Abstract
Augmented and Virtual Reality (AR and VR) are currently on everyone's lips. Nevertheless, only a few companies use the technologies productively. They offer many opportunities in the areas of marketing, sales, planning and design, maintenance and training. In their talk, the speakers introduce the two technologies, distinguish them from each other and show in genuine customer projects how AR and VR represent business-relevant added-value.

Biography Dr. Henrike Düerkop

Dr. Henrike Düerkop is the Marketing Coordinator at Boon Edam Germany, a globally leading manufacturer of revolving doors and security entrance solutions. She joined the company 2017 and is responsible for the development and execution of the marketing strategy. Before Henrike Düerkop worked as a Marketing Manager for a French agricultural company and as a Marketing and Sales Manager for a health care management startup. She achieved her Ph.D. degree in economics in the field of marketing and published several academic articles focusing on retail management and consumer marketing. Henrike Düerkop studied business administration at the Philipps-Universität Marburg.

Biography Dr. Andreas Kohne

Dr. Andreas Kohne is the Head of Business Development at Materna TMT. Previously he was Assistant to the Management and Business Development Manager at the parent company, Materna Information and Communications SE. He completed his doctorate parallel to this. Andreas Kohne spent his first years at Materna as a technical consultant. Before he joined the Dortmund company in 2008, he worked at IBM's Research and Development lab in Böblingen. In addition to his profession, he also writes reference books in the areas of IT and Business Management. Andreas Kohne studied computer science and business administration at the Technical University Dortmund.

TUESDAY, 30 April 2019

09:00-09:45
IBM Cloud, Watson IoT, Artificial Intelligence and Analytics for ISS Assistant "CIMON"
Mr. Jochen Schneider, IBM Cloud Architect, Germany

Abstract

This session is a live demo covering a scenario, which shows the Watson IoT Platform, several Watson AI- and Analytics services on the IBM Cloud Platform. The attendees will see how these solutions are used on the ISS (International Space Station) with the Assistant "CIMON".

Biography

Jochen Schneider is Cloud Architect of the IBM Watson and Cloud Platform Unit. He is responsible for the IBM Cloud platform (PaaS, IaaS, FaaS) and the cognitive Watson services. Jochen Schneider joined IBM in 1995 (Tivoli) and has over 30 years of experience in IT, Development, IT Operations Management and Cloud Architecture.

09:45-10:30
Can legacy applications benefit from Artificial Intelligence?
Mr. Leif Pedersen, Executive IT Specialist, IBM Analytics for z Systems, Europe

Abstract

Once upon a time, there was an old legacy application happily running on the mainframe while the world around it was changing and new applications were developed using new technologies like AI, Machine Learning, Rules engines etc., while the legacy application continued to run as it had done for decades. The legacy application could not understand what was happening. This presentation will give the answer to the legacy application and will provide a historical point of view behind this and the influencing factors why applications needs to develop faster and take advantages of new technologies like AI, Machine Learning etc. Taking advantage of new technologies can help developing new business opportunities, but does the mainframe have a role into this future?

Biography

Leif Pedersen is passionate about the z Systems platform and especially how the use of new technology on this platform can provide values to clients, to IBM business, and to the world in general. As a Technical Leader, Leif is involved in many projects to help clients in Europe to improve their business by taking advantage of the latest technology within the analytics space, like IBM Open Data Analytics for z/OS, IBM Machine Learning, Data Lakes, and the DB2 Analytics Accelerator for DB2 for z/OS (IDAA). Another area of interest is, how these technologies on the z Systems can fit into an already existing analytics landscape, running on different platforms and utilizing different technologies and, how it can fit into a Cloud or Hybrid Could analytics architecture.

11:00-11:45
IBM Q
Dr. Wolfgang Maier, Director HW Development, IBM Deutschland Research & Development GmbH, Böblingen

Abstract

Over 50 years of advances in mathematics, material science and computer science have transformed quantum computing from theory to reality. Today, real quantum computers can be accessed through the cloud and many thousands of people have used them to learn, conduct research, and tackle new problems. IBM Q is an industry first initiative to build universal quantum computers for business and science. A cross-disciplinary team is developing scalable quantum systems, and explores potential applications for the technology available. Quantum computers have the potential to provide breakthroughs in many disciplines, including materials and drug discovery, the optimization of complex systems, and artificial intelligence. To realize those breakthroughs, and to make quantum computers widely useable and accessible, we need to reimagine information processing and the machines that do it.

The talk will give an introduction to the base principals of Quantum Computing as well as the programming paradigms which are applied to it. An overview of the current state of implementations of Quantum Computers based on so called Qbits will focus on Transmons as they are used in the IBM Q devices. The outlook will include the discussion of future challenges to realize the full potential of the Quantum Compute approach.

Biography
Dr. Wolfgang Maier is Director Hardware Development at the German sited IBM R&D lab close to Stuttgart. His career with IBM started as Design Engineer for Mainframe Firmware in 1996. 3 years later he accepted the role of Department Manager for System z IO Firmware and started to focus on the employment of industry standard IO technologies in IBM high end servers. During his international assignment in Austin (Tx) he directed the first implementation of the Infiniband technology for the IBM POWER line. After his return to Germany he extended the use of industry standards within the mainframe and headed the development of central IO hardware as well as mainframe and POWER CMOS processors. His current responsibilities also span the system packaging and system control area with special focus on workload optimization and power efficiency. He is leading the European business development of the OpenPower foundation which was founded by IBM and several other technology partners in 2013. His current focus in innovation is on Artificial Intelligence and Quantum Computing. Wolfgang Maier obtained his PhD in Laserphysics from the University of Tuebingen in 1996. He enjoys to spend his spare time with his family, loves skiing and motorbikes.

11:45-12:30
Multi-Terabit networks for Data Acquisition at the LHC
Mr. Niko Neufeld, Senior Physicist LHCb Online System, CERN PH, Switzerland

Abstract
The experiments at CERN's Large Hadron Collider are among the most complex machines ever built. They produce an incredible amount of data of several Terabytes every second. Niko Neufeld will present how they acquire these data, how they filter them and how they use technology at the bleeding edge in these systems.

Biography

Niko Neufeld holds a degree in engineering physics from the University of Technology in Vienna, Austria, and a PhD in particle physics. Since 2000 he has been working in the field of high-speed data acquisition and embedded processing. He co-designed the data-acquisition system of the LHCb experiment, which sifts through almost 70 Gigabytes of data per second. Niko is now in charge of the next generation of the LHCb data-acquisition system, which will increase the data-rate by to more than 4 Terabytes/s. He is a Senior Staff Scientist in the physics department at CERN, and has published on numerous topics related to high-speed networking, physics data-processing, and embedded systems.

12:30-12:40
Wrap-up
Mr. Peter Groth, President, GUIDE SHARE EUROPE

Extract from the GUIDE SHARE EUROPE Policy 6

6 Code of Conduct

6.1 The following Code of Conduct is adopted and shall govern the conduct of all Members, and attendees, in connection with all Association matters and activities.

6.2 Members, and attendees, must:

6.2.1 Conduct themselves and their activities in a professional manner marked by integrity and a spirit of fair play.

6.2.2 Refrain from engaging in any activity that would violate the proprietary rights of their employers, the Association, or any other person or organisation.

6.2.3 Abide by the Statutes and Policies of the Association.

6.2.4 Properly register and display appropriate credentials at Association activities.

6.2.5 Restrict the use of Association documents and other data to the purposes defined.

6.3 Members, and attendees, must not:

6.3.1 Engage in sales activity, including direct or indirect solicitation, or conduct any other activity contrary to the purposes of the Association.

6.3.2 Distribute any materials or post displays of any kind at Association activities without prior approval of the appropriate Officer.

6.3.3 Engage in any form of personnel recruiting or use Association facilities or resources to assist in such activity.

6.3.4 Use the Association's name, or membership lists, other than in the conduct of the Association's business.

6.4 Any Member, or attendee, who fails to observe this Policy will lose Membership, or will be subject to other appropriate disciplinary proceeding on decision of the Steering Committee.

6.5 Conflict of Interest

6.5.1 No Representative or Delegate of a Member shall hold any position within the Association if the Steering Committee recognises a conflict of interest that would be material or potential between that Member and the Association.