Teleconference – February 10, 2010

Opening the door to your enterprise infrastructure – WebSphere Business Events on System z

All businesses operate in a complex ecosystem of connected, inter-related events. Everything from fluctuating interest rates to seemingly simple customer transactions has an impact on your business. Sometimes these patterns of critical transactions are easy to identify but more often they are hard to detect and correlate. If you had insight into the relevant business events occurring throughout your enterprise, you could sense and respond to changing business conditions as they occur. And that spells "competitive advantage."

Teleconference

Business event processing allows business users to proactively define, analyze and take action on changes occurring in the business to seize critical business opportunities or to mitigate risks. Join us for this complimentary teleconference and learn about the IBM WebSphere® Business Events, a software system designed specifically for managing the business events flowing across systems and people with the goal of providing timely insight and response. This session provides a technical overview of the product and its capabilities with an emphasis on the support provided for System z®, specifically CICS® and IMS™ support.

In this session, we'll discuss how WebSphere Business Events on System z helps:

- *Manage the business events flowing across systems and among people using intuitive tools*
- *Business users describe, in business language, the business events and patterns to detect, evaluate and react to in time to meet business objectives*
- *Deliver a seamless development and execution system designed to support the unique processing characteristics of event-driven applications*

Speaker: *Robert Sawyer*, BPM Product Manager, WebSphere Business Events
Peter Crocker, Product Architect, WebSphere Business Events
Broadcast date: February 10, 2010, 11 a.m., EST
Developed for: IT architects, enterprise architects, IT managers, and industry solution analysts and managers
Technical level: Basic – intermediate

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