



IBM SOA Architect Summit

***GET PRACTICAL HELP TO MEET THE
DEMANDS OF YOUR BUSINESS.***

Welcome & Introduction

Paul Butler

Lead Software Architect, N & E Europe

16th September, 2008

Fire and General Evacuation Procedures

Please familiarize yourself with the Fire Exits

On hearing the Fire Alarm – Leave the building immediately by the nearest, safe, Fire Exit; these are indicated by the GREEN 'Running Man' signs.

DO NOT USE THE LIFT

DO NOT RUN OR PANIC

DO NOT STAY OR GO ELSEWHERE TO COLLECT PERSONAL BELONGINGS

PROCEED TO THE ASSEMBLY POINT ON THE PAVEMENT IN ST. JOHN'S ROAD (ALONG FROM THE GRACE GATE)

DO NOT RE-ENTER THE BUILDING UNTIL GIVEN PERMISSION BY THE FIRE OFFICER

If you have any queries whatsoever, contact an MCC member of staff

Agenda

09:00 – 09:30	Registration & Refreshments
09:30 – 09:45	Welcome & Introduction Paul Butler – Software IT Architect Lead, NE Europe IBM
09:45 – 10:15	Keynote presentation: Driving the Value of SOA in an Enterprise Architecture Garry Gomersall – SOA Evangelist and Sales Lead, NE Europe IBM
10:15 – 10:45	Why are we doing SOA? Business Optimisation is the End Game Paul Gould – Chief Architect, Norwich Union
10:45 – 11:00	The “A” is for Architecture: An Architectural Approach to SOA Ian Turton – Executive IT Architect, Global Business Services IBM
11:00 – 11:20	Break

Agenda

11:20 – 11:40	Extracting Value from What's There Already: What are the Potential Issues and the Expected Value to be Gained from Reusing Existing Applications Richard Brown – WebSphere Technical Sales Specialist IBM
11:40 – 12:00	Service Oriented Integration – The Good, The Bad and The Ugly: Using Service Concepts for Application Integration Hugh Everett – Senior IT Specialist, WebSphere Technical Sales
12:00 – 12:20	Gordon Ramsay Does Services - Cooking up a Service Portfolio Jon Maddison – Advisory IT Architect IBM
12:20 – 12:40	Dynamic Services for Dynamic Processes – Getting the Most from SOA with Process Agility Andrew Howarth – SOA Solution Sales Leader, UK & Ireland IBM
12:40 – 13:30	Lunch

Agenda

13:30 – 13:50	Ruling Your SOA - Defining and Delivering Strong SOA Governance Mark Ketteman – SOA Technical Lead, UK & Ireland IBM
13:50 – 14:10	SOA and the Non-Functionals: All Those Other Areas to Consider Mark Ketteman – SOA Technical Lead, UK & Ireland IBM
14:10 – 14:30	Taking the Next Steps Andrew Howarth – SOA Solution Sales Leader, UK & Ireland IBM
14:30 – 17:00	Networking Reception & Tour of Lord's

VOTING INSTRUCTIONS



- > When instructed, press the number button(s) that correspond with your selected answer
- > Check your response in the display screen on the keypad
- > There is no enter key required
- > If you want to change your response, use the 'c' key to clear and enter your new answer

KEYPADS ARE ONLY ACTIVE TO VOTE WHILE THE PROMPT IS ON SCREEN

TEXTING INSTRUCTIONS

- > Use your keypad to write and send text messages (like writing a text message on a mobile phone – the device DOES NOT use predictive text)
- > The `c` key will backspace/delete letters
- > The `0` key is used for a space character
- > When you have finished, press the large button to submit



ENTER UP TO 127 CHARACTERS - THERE IS NO PREDICTIVE TEXTING