

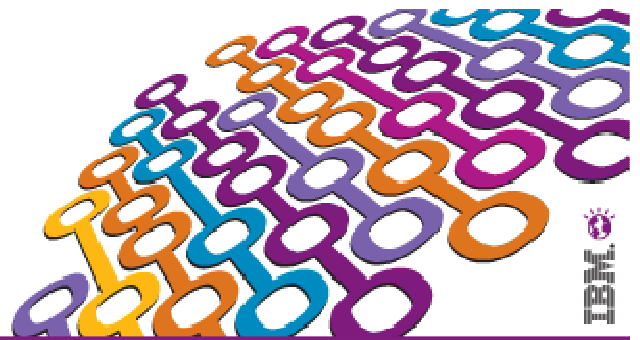
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# Impact2012

The Premier Conference for Business and IT Leadership

**Innovate. Transform. Grow.**

**April 29-May 4** Las Vegas, NV



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## Industrial

At IBM, we can help our Industrial clients to innovate, transform and grow their organizations. The Impact 2012 Global Conference (April 29-May 4) brings together IT and business and provides an opportunity for our clients to learn how aligning their technology and business strategy can help them change the game and accelerate their success.

### Forbes Business Leadership Forum

The Forbes Business Leadership Forum offers more than 40 sessions that provide leadership skill development to help businesses achieve success through smarter decisions and agile processes. Within the Business Forum there will be dedicated Industry sessions that provide business clients with practical insights about industry-specific solutions to help them manage dynamic business processes and complex technology environments.

### Technology Program

An extensive Technology Program offers over 500 technical education sessions, including industry-specific implementation success stories, technical education, lectures, workshops, hands-on labs and networking opportunities.

Impact 2012 offers sessions for executives from the Industrial Sector in both programs. Listed below are some of the session highlights.

Business Sessions

Technology Sessions



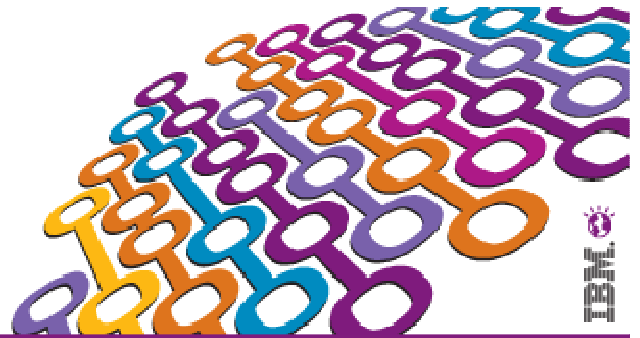
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|  |  |                              |
|--|--|------------------------------|
| <b>Session:</b> 2763   | <b>Title:</b> Parker Hannifin Synchronizes Their Complex Value Chain with IBM Sterling B2B Integration   |                              |
| <b>Track:</b> Business - Drive Changes, Create Opportunities | <b>Date:</b> Tuesday, May 1, 2012  | <b>Location:</b> Lando 4201A |
|  | <b>Time:</b> 4:45 PM – 6:00 PM   |                              |
|  | <b>Role:</b> Business Executive  |                              |
|  | <b>Speaker:</b> Matt Bucey, IBM; Brian Wright, Parker Hannifin Corporation   |                              |
|  | <b>Abstract:</b> Changing global conditions, competitive forces, and empowered customers are all forcing manufacturers and suppliers to elevate their performance across the supply chain. While most companies have achieved some supplier and partner integration, today's environment demands a paradigm shift in the breadth and depth of your supplier integration capabilities. In this session you will learn how Parker Hannifin recognized this and drove a strategy of change using IBM Sterling B2B Integration to offer superior, differentiated performance across 100% of their business community, and to deliver value to its customers. |                              |

Business Sessions

Technology Sessions



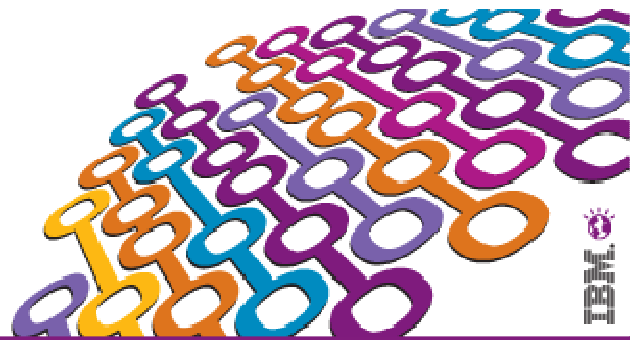
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|  |   |                               |
|--|---|-------------------------------|
| <b>Session:</b> 2007                                       | <b>Title:</b> Road to SOA in the Natural Resources Industry   |                               |
| <b>Track:</b> Technology - SOA, Connectivity & Integration | <b>Date:</b> Monday, April 30, 2012   | <b>Location:</b> Lido 3001A   |
|  | <b>Time:</b> 2:00 PM – 13:15 PM   |                               |
|  | <b>Role:</b> Architect  |                               |
|  | <b>Speaker:</b> Mario Gaon, IBM   |                               |
|  | <b>Abstract:</b> The booming natural resources industry in Australia is having trouble bridging the gaps between their Plant Control and Enterprise Management Systems. This session presents a customer case where we solved these problems using WebSphere SOA stack and IBM SOMA. In this session, we will introduce an innovative approach to the SOMA Service Identification phase by using TOGAF's ArchiMate viewpoints as inputs. We will deal with the service granularity in the context of industry-specific business function viewpoints. We will also introduce common service building blocks such as short-running and long-running service components, batch handling components, and topics. Finally, we will provide clear traceability between ArchiMate modelling objects and these building blocks, showing real life examples. |                               |
| <b>Session:</b> 1738                                       | <b>Title:</b> Cloud Mission Apps: Case Study on Applying Cloud to Achieve Business Success  |                               |
| <b>Track:</b> Technology - Application Infrastructure      | <b>Date:</b> Monday, April 30, 2012   | <b>Location:</b> Delfino 4003 |
|  | <b>Time:</b> 3:45 PM – 5:00 PM  |                               |
|  | <b>Role:</b> IT Executive   |                               |
|  | <b>Speaker:</b> Melvin Greer, Lockheed Martin   |                               |
|  | <b>Abstract:</b> Benefits from development of end user-focused cloud mission apps, Cloud 2.0, are starting to be realized. In this session, we examine the converged life prompting the focus on mission apps and new apps architectures and tools. Melvin Greer, Senior Fellow at Lockheed Martin, discusses a case study of a deployed cloud mission app with a focus on strategic decision making, success factors and lessons learned in the process.   |                               |

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Technology Sessions



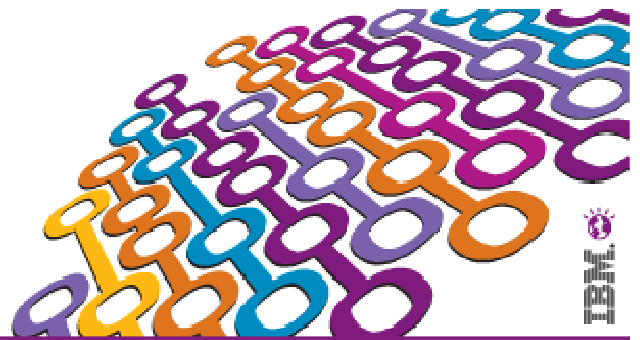
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| <b>Session:</b> 1560  | <b>Title:</b> Geodis Builds a New Exchange Platform with IBM Software   |                              |
| <b>Track:</b> Technology - Implementing Industry Solutions for Improved ROI | <b>Date:</b> Tuesday, May 1, 2012   | <b>Location:</b> Murano 3206 |
|   | <b>Time:</b> 1:30 PM – 2:45 PM  |                              |
|   | <b>Role:</b> Architect  |                              |
|   | <b>Speaker:</b> Thomas Vialard, Geodis  |                              |
|   | <b>Abstract:</b> Geodis is one of the biggest European logistic operators. They are facing two main challenges; bringing flexibility and security to exchange flow, and providing a reliable and secure platform. They have chosen WebSphere Process Server, WTX and Sterling B2B solutions to build their new exchange platform and rationalize their business flows. The benefits are the ability to better handle the large message exchange, and the traceability of exchanges between applications resulting in more flexibility in the exchanges. |                              |
| <b>Session:</b> 1129  | <b>Title:</b> Growing the CoE: How Ford Motor Company Switched Gears  |                              |
| <b>Track:</b> Technology - Implementing Industry Solutions for Improved ROI | <b>Date:</b> Tuesday, May 1, 2012   | <b>Location:</b> Murano 3205 |
|   | <b>Time:</b> 4:45 PM – 6:00 PM  |                              |
|   | <b>Role:</b> IT Executive   |                              |
|   | <b>Speaker:</b> Andrew Fradkin, Ford Motor Company  |                              |
|   | <b>Abstract:</b> The journey to starting, building and growing a Center of Excellence (CoE) within BPM can be a challenge in a large corporation. Ford Motor Company has had several years of experience with a CoE and its various challenges, initiatives and cultural changes required to help it grow and become successful.  |                              |

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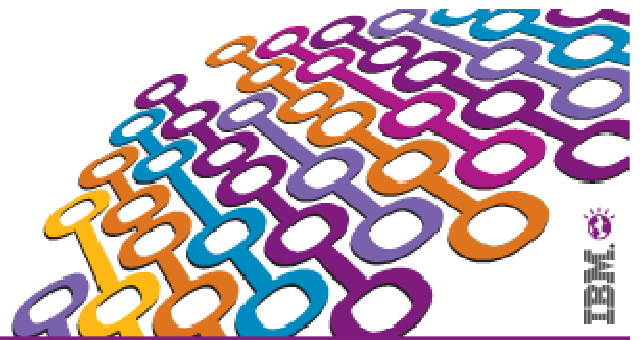
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| <b>Session:</b> 2004                                   | <b>Title:</b> Managing an Enterprise Hosting Service for WebSphere Application Server  |                             |
| <b>Track:</b> Technology - Application Infrastructure  | <b>Date:</b> Wednesday, May 2, 2012  | <b>Location:</b> Lido 3001A |
|  | <b>Time:</b> 10:45 AM – 12:00 PM   |                             |
|  | <b>Role:</b> Infrastructure and System Managers  |                             |
|  | <b>Speaker:</b> Vince Wallace, The Boeing Company; Vickie Cooper, Boeing   |                             |
|  | <b>Abstract:</b> At Boeing we have an Enterprise Hosting Service using WebSphere Application Server. Many disparate applications from various organizations execute within Enterprising Hosting infrastructure. We have built processes, automation and standards for application isolation, which provide stability, scalability, reliability and availability to our customers. Topics covered in this session will include centralizing/managing security, console automation/deployment, infrastructure configuration/disaster recovery, performance testing, interfacing with third-party products. We will also cover our future directions in terms of adopting Cloud opportunities etc.  |                             |
| <b>Session:</b> 2193                                   | <b>Title:</b> Case Study (Ecopetrol): Gaining Real Efficiency in Shared Services with BPM  |                             |
| <b>Track:</b> Technology - BPM and Decision Management | <b>Date:</b> Wednesday, May 2, 2012  | <b>Location:</b> Lando 4303 |
|  | <b>Time:</b> 10:45 AM – 12:00 PM   |                             |
|  | <b>Role:</b> Business Process Analyst and Designer   |                             |
|  | <b>Speaker:</b> Juan Bohorquez, Ecopetrol  |                             |
|  | <b>Abstract:</b> Ecopetrol, the largest oil and gas company in Colombia, created a shared services organization that has been in place for six months. Now, the next challenge is to gain more and deeper efficiency through a Business Process Oriented discipline. Ecopetrol set a roadmap for this, and as a first step implemented a Quick-win project with IBM Business Process Manager V7.5. Ecopetrol got great results in its process visibility and the ability to measure and improve the committed service level agreement to the rest of the organization. This project in the real state space paved the path and set the culture for repeatable processes, traceability and, most importantly, trusted and reliable results. |                             |

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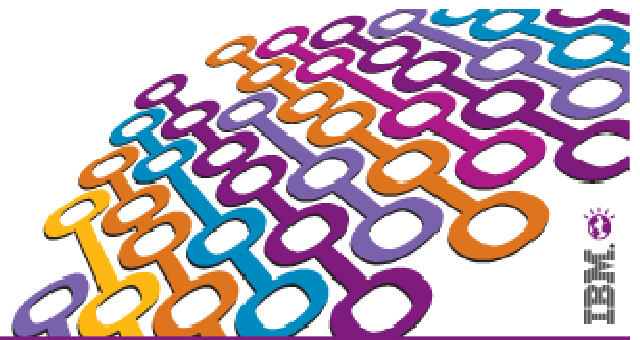
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|---|---|------------------------------|
| <b>Session:</b> 2465  | <b>Title:</b> Hazardous Emissions Environmental Statutory Reporting: Case Study Using Integrated Information Core   |                              |
| <b>Track:</b> Technology - Implementing Industry Solutions for Improved ROI | <b>Date:</b> Wednesday, May 2, 2012   | <b>Location:</b> Murano 3205 |
|   | <b>Time:</b> 10:45 AM – 12:00 PM  |                              |
|   | <b>Role:</b> Architect  |                              |
|   | <b>Speaker:</b> TAPAN VERMA, IBM  |                              |
|   | <b>Abstract:</b> Manufacturing Organizations need to ensure that Health and Safety statutory guidelines are being met. They need to monitor and manage the equipment that produce hazardous emissions to increase operational efficiency, informed decision making and compliance throughout the organization. The typical challenges include the extraction of data from control systems (online analyzers attached to equipment) and that information extracted is not comprehensible by the Health & Safety department since it does not have business context. This session covers the use of IBM's industry solution Integrated Information Core (IIC) to bridge the functional and contextual gap using a semantic model and model-aware OPC adapter for extraction of data from control systems. |                              |
| <b>Session:</b> 1561  | <b>Title:</b> Michelin Integration for the ERP Backbone   |                              |
| <b>Track:</b> Technology - Implementing Industry Solutions for Improved ROI | <b>Date:</b> Wednesday, May 2, 2012   | <b>Location:</b> Lido 3105   |
|   | <b>Time:</b> 10:45 AM – 12:00 PM  |                              |
|   | <b>Role:</b> Architect  |                              |
|   | <b>Speaker:</b> Freddie Page, Michelin; Venkata Gullapalli, Michelin  |                              |
|   | <b>Abstract:</b> Michelin is a tire manufacturer based in France that is using an enterprise integration approach and standard technologies to move toward a SOA environment. After a POC, Michelin has selected WPS and WMB to implement the inter-company integration flows between the ERP systems in order to automate the accounting and supply chain processes and to provide greater visibility to the business users of the data transferred between systems.   |                              |

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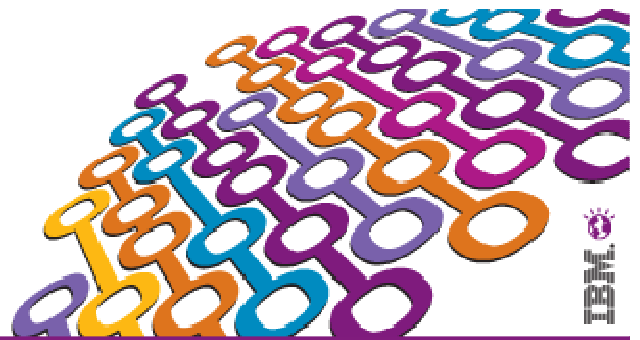
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|   |   |                                 |
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| <b>Session:</b> 1604  | <b>Title:</b> Security of Virtual Platform Collaboration  |                                 |
| <b>Track:</b> Technology - Implementing Industry Solutions for Improved ROI | <b>Date:</b> Thursday, May 3, 2012<br><b>Time:</b> 10:30 AM – 11:45 AM  | <b>Location:</b> Delfino 4005   |
|   | <b>Role:</b> Architect  |                                 |
|   | <b>Speaker:</b> Maxime Benoit, Dassault Aviation  |                                 |
|   | <b>Abstract:</b> The Aerospace ecosystem is changing; the number of industrial partners is increasing, they are more likely to be spread all over the world, and there is more cost reduction pressure. So the solution to support collaborative design with partners and manufacturing process needs to respond to new requirements. The solution that IBM provided covers these new requirements. Dassault Aviation, a leading military and aerospace company, chose Datapower to empower and secure the processes from the aircraft design through manufacturing. In addition, Datapower is being used for the digital factory project (Design, Planning, Scheduling and Execution Optimization in the factories). This session will review those solutions.                                     |                                 |
| <b>Session:</b> 2464  | <b>Title:</b> ebXML for Automotive Using IBM WebSphere DataPower B2B Appliances   |                                 |
| <b>Track:</b> Technology - SOA, Connectivity & Integration                  | <b>Date:</b> Thursday, May 3, 2012<br><b>Time:</b> 10:30 AM – 11:45 AM  | <b>Location:</b> Marcello 4501B |
|   | <b>Role:</b> Architect  |                                 |
|   | <b>Speaker:</b> Harsha Gudeti, Volkswagen Group of America, Inc.; RICHARD J. KINARD, IBM  |                                 |
|   | <b>Abstract:</b> Businesses communicate with each other in a variety of ways. Often, their only contact with other businesses (either as buyers or as suppliers) is through forms sent in the mail or phone calls to a helpful clerk. Performing these communications electronically eliminates the need for paper, saves man-hours and streamlines the process, shaving significant time off of otherwise manual processes. Many standards exist to support electronic communications; however ebXML provides the only globally developed open XML-based standard and enables all parties, irrespective of size, to engage in Internet-based electronic business. Please join us to see how Volkswagen Group of America is using ebXML and the IBM DataPower XB60 Appliance to build an ebXML Hub. |                                 |

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