



TECHNOLOGY TRANSFER PRESENTS

Rome, December 2-4, 2009
Residenza di Ripetta
Via di Ripetta, 231

CONFERENCE
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Enterprise 2.0

COST-EFFECTIVE WEB SOLUTIONS
FOR THE ENTERPRISE

A B O U T T H E C O N F E R E N C E

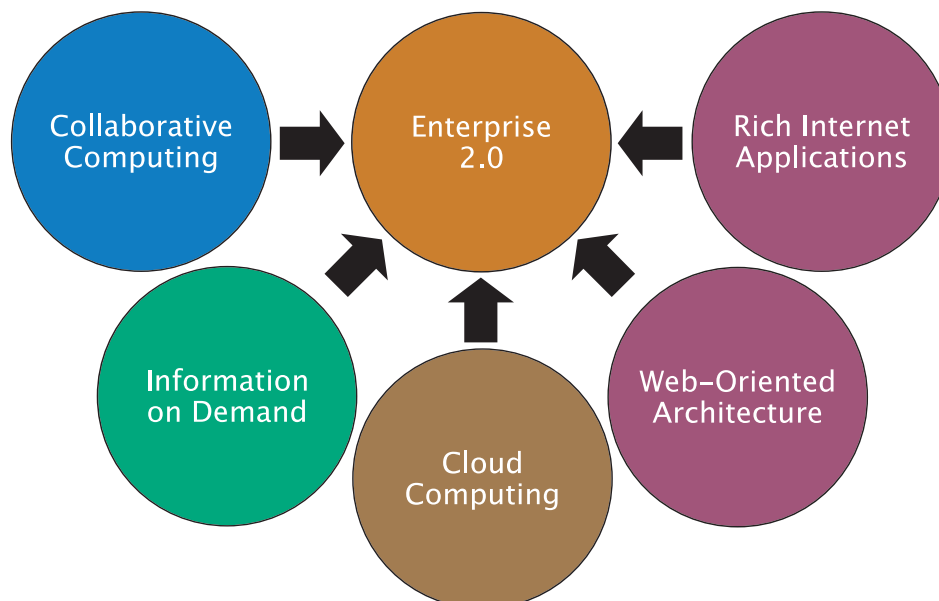
The use of Web technologies in Enterprise systems offers many benefits including faster development, reduced costs and improved usability. There are, however, a vast array of different Web-based solutions available to organizations and choosing the right ones and integrating them into the existing Enterprise environment can be a complex and daunting task. In today's tough economic climate it is also important to select Web technologies that are both cost effective and fast and easy to implement.

This Conference is designed to help attendees understand the importance and impact of using Web technologies in the Enterprise from both a Business and technology viewpoint. It focuses on how to choose and deploy Web technologies that provide a rapid return on investment and that are easy to implement and use. It also explains the Business benefits that can be obtained from these technologies, and uses real-world customer Case Studies to show how they can be integrated with existing Enterprise systems.

Topics that will be covered include:

- Knowledge Management 2009
- Customer Studies of Enterprise 2.0 Implementations
 - Database Systems for the Web
- Social Computing Tools for Serious Business Purposes
- Strategies for Designing an Enterprise Application Framework
 - Enterprise Mashups and Lightweight Data Integration
 - Ten Golden Rules for Designing an SOA
 - Web Development Approaches and Frameworks
 - Lessons Learned From 10 Years of RAD Races
 - A Guide to Cloud Computing
- Using Web and Social Computing Data for Customer Marketing
 - The Extremes of Web Analytics: From Google to BAM
- Online Marketing, Social Media and Customer Analysis
 - A Guide to Cloud Computing

Key Enterprise 2.0 Technology Components





**Colin
White**

He is the founder and president of BI Research. He is well known for his in-depth knowledge of leading-edge Business Intelligence and Business Collaboration technologies, and how they can be used for supporting the Smart and Agile Business. With over 35 years of IT experience, he has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. Mr. White has written numerous articles and papers on Business Intelligence, Information Integration, and Collaborative Computing, and is a regular contributor to several leading print- and Web-based industry journals, including the *Business Intelligence Network*. He is also the content advisor for IIR's Enterprise3 Conference on Portals, Enterprise Collaboration, and Web 2.0.



**Ed
Yourdon**

He is an internationally-recognized computer consultant, as well as the author of more than two dozen books, including: "Byte Wars, Managing High-Intensity Internet Projects" "Death March" "Rise and Resurrection of the American Programmer" and "Decline and Fall of the American Programmer". His latest book "Outsource: competing in the global productivity race" discusses both current and future trends in offshore outsourcing, and provides practical strategies for individuals, small Businesses, and the nation to cope with this unstoppable tidal wave. According to the December 1999 issue of *Crosstalk: The Journal of Defense Software Engineering*, Ed Yourdon is one of the ten most influential men and women in the software field. In June 1997, he was inducted into the Computer Hall of Fame, along with such notables as Charles Babbage, Seymour Cray, James Martin, Grace Hopper, Gerald Weinberg, and Bill Gates. Mr. Yourdon is widely known as the lead developer of the structured analysis/design methods of the 1970s, as well as co-developer of the Yourdon/Whitehead method of Object-Oriented analysis/design and the popular Coad/Yourdon OO methodology of the late 1980s and 1990s. Mr. Yourdon is the author of over 500 technical articles; he has also written 27 computer-related books since 1967. He is a member of the Association of Computing Machinery (ACM), Institute for Electrical and Electronic Engineers (IEEE), Project Management Institute (PMI), and Computer Law Association (CLA).

SPEAKERS

Colin
White

Ed
Yourdon

Zach
Wahl

Mark
Madsen

Rick
van der Lans

REGISTRATION FORM



Once filled to be given to:
Technology Transfer
Piazza Cavour, 3 - 00193 Roma
Tel. 06-6832227
Fax 06-6871102
www.technologytransfer.it
info@technologytransfer.it

This Conference is designed for IT Managers, Architects, Designers and Developers who are interested in new developments in Web-related technologies and how they can be exploited in the Enterprise for Business benefit. Specific areas addressed will include: Rich Internet Applications, Social Computing, Search, Collaboration, Information Integration and Management, and Business Intelligence.



**Zach
Wahl**

He is a Senior Principal and Director of Knowledge Management and Social Computing at PPC. He is an expert and frequent speaker on the topics of Knowledge Management including Taxonomy Design, Knowledge Gathering, and System Governance. He focuses in the design and deployment of Information Management and Web 2.0 technologies and systems including collaboration tools, wikis, and social tagging devices. In addition, Mr. Wahl has designed his own series of workshops on the topics of Portal Best Practices, Taxonomy Design, and eGovernance. Mr. Wahl has managed the deployment of over 70 Portals in both the public and private sectors. He sits on the board of the Washington DC Knowledge Management Institute and is the Chairman of IIRUSA's Enterprise Web, Portals, and Collaborative Technologies Conference.



**Mark
Madsen**

He is president of Third Nature, a market research and consulting firm focused on Data Integration, Data Management, Business Intelligence and emerging technology trends. Mr. Madsen is an award-winning architect and CTO whose work on Knowledge Management, Data Warehousing and Business Intelligence has been featured in numerous industry publications. He is the principal author of the book "Clickstream Data Warehousing" and teaches seminars on Open Source, Integration, and Business Intelligence.



**Rick
van der Lans**

He is an independent consultant, author and lecturer. He specializes in Business Intelligence, Data Warehousing, and Service Oriented Architectures. He is managing director of R20/Consultancy. Rick van der Lans is an internationally acclaimed lecturer. For the last twelve years, he has been presenting professionally, and has lectured in many of the European countries, South America, the USA, and in Australia. He has presented many keynote speeches at international events. He is chairman of the Database Systems Show (organised annually in The Netherlands since 1984), he is columnist for two major newspapers in the Benelux, called *Computable* and *DataNews*. Additionally, he is advisor for magazines such as *Software Release Magazine* and *Database Magazine*. His popular books, including 'Introduction to SQL' and 'The SQL Guide to Oracle', have been translated into many languages and have sold over 100,000 copies. Recently, he has published a very successful book on presentation skills.

PARTICIPATION FEE

Euro 1600
The fee includes all seminar documentation, luncheon and coffee breaks.

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Fax +39-06-6871102

PAYMENT

Wire transfer to: Technology Transfer S.r.l.
Banca Intesa Sanpaolo S.p.A.
Agenzia 6787 - Rome
Iban Code:
IT 34 Y 03069 05039 048890270110

GROUP DISCOUNT

If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.

EARLY REGISTRATION

Register by October 23, 2009 and receive a 200 Euro discount.

CANCELLATION POLICY

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

within November 17, 2009

ROME

**December 2-4 2009
Residenza di Ripetta
Via di Ripetta, 231**

**Registration fee
Euro 1600**

SEMINAR TIMETABLE

**3 days: 9.30 am - 1.00 pm
2.00 pm - 5.00 pm**

**E2.0
Conference**

first name _____
 surname _____
 job title _____
 organisation _____
 address _____
 postcode _____
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Session 1

Knowledge Management 2009

Zach Wahl

Knowledge Management has often been seen as an amorphous term, containing interesting ideas and discussion but too often lacking the direct Business value and practical solutions necessary. In today's environment, however, there is little room for the theoretical, and so the concepts of Knowledge Management must be focused on that which is practical, achievable, and containing true Business value to address today's needs. If handled properly and managed effectively, Knowledge Management concepts will quickly translate to greater collaboration in the workplace, better management and retention of information, and measurable financial and resource return on investment. This presentation will frame the concepts behind Knowledge Management in real terms of how they are being used in Business and how they may be leveraged to provide this real value. The presentation will define the concepts of practical Knowledge Management, including Collaborative technologies, Social Computing, and information integration and will present Best Practices and strategies to implement them.

- Define what practical Knowledge Management is and how it can be leveraged for real Business value within your organization
- Understand the latest trends in Knowledge Management, focusing on today's Social Computing and Web 2.0 initiatives in practice
- Discuss how the core principles of Knowledge Management may be leveraged to improve the way you capture, manage, and present information
- Identify the current trends in Knowledge Management and understand where the industry is heading

Session 2

Case Studies of Enterprise 2.0 Implementations

Ed Yourdon

Whenever faced with new technologies, many IT organizations want to see examples and Case Studies before they make a commitment for their own organization. Of course, this is always difficult with new technologies, as the "innovative" pioneers don't want to talk about the competitive advantage they may be enjoying by being the first in their industry to adopt the new technology. This is true with Enterprise 2.0, as well, but there are some publicly available Case Studies, which will be discussed in this session.

- Common issues facing new adopters of technologies such as Enterprise 2.0
- Example: Procter & Gamble's "Connect & Develop"
- Example: Eli Lilly "Innocentive"
- Example: Lockheed Martin's "Unify" project

- Example: Wachovia Bank
- Example: SAP Developer Network
- Example: Deloitte's "D Street" project
- Example: IBM Beehive

Session 3

Database Systems for the Web

Colin White

Over the years there have been many debates and arguments about which database technology to use for any given application. These arguments have become heated especially when a new database technology appears that claims to be superior to anything that came before. When relational systems were first introduced, existing database system vendors argued that relational systems were inferior and could not provide good performance. Over time this argument proved false, and relational products now provide the database management underpinnings for a vast number of operational and analytical applications. Relational database products have survived similar battles with Object-Oriented database technology and multidimensional database systems. Just when the main relational products appeared to have become a commodity, several new technologies have appeared that caused the debates to start again. Many of these technologies are targeted at processing and analyzing the huge amounts of data that exist on the Web. This session reviews these new technologies and discusses the pros and cons of each of them.

- Some key milestones in database technology
- The Web changes everything – even database requirements
- Database technologies for the Web: relational DBMS extensions, MapReduce, HADOOP, new database languages, etc.
- Performance and scalability considerations
- What the vendors are going
- Customer Case Studies

Session 4

Social Computing Tools for Serious Business Purposes

Ed Yourdon

Some IT organizations regard Social Computing tools such as blogs, Facebook, Twitter, and even wikis as tools for "personal" use, and they assume that the primary users of such tools are teenagers or students. But more and more organizations are beginning to realize that there are "serious" Business purposes associated with such tools – partly because the "social culture" within an organization cannot be ignored, and partly because there are significant benefits associated with using such tools to connect, communicate, and collaborate with customers, suppliers, Business partners, and others outside the corporate firewall. This session explains and illustrates some of the more important uses to which these tools are now being put.

- What's the purpose of Social Computing tools?
- Monitoring trends, moods, opinion, feedback about one's company from the marketplace
- Encouraging feedback and participation, in a "grass roots" fashion, within the organization
- Making quick announcements, updates, and alerts to one's customers, partners, and suppliers
- Getting extremely quick feedback to questions, from people throughout the organization
- Microblogging: transmitting short updates, expressed succinctly – rather than long, boring documents that nobody reads
- Communicating with a younger generation of potential customers (e.g., university students) who might not be easily "reachable" through traditional marketing/advertising channels
- Providing a practical method of allowing employees to post a "profile" of their interests, skills, hobbies, and other information they would normally share with fellow employees
- Using social computing tools for other Business purposes

Session 5

Strategies for Designing an Enterprise Application Framework

Zach Wahl

Today's organizations have invested massive resources in individual information technologies, including Content Management, Portals, Document Management, Data Warehouse, Collaboration, Web 2.0, and a myriad of other customized applications. In fact, many organizations are running overlapping tools from different vendors. This results in a massive administrative burden with incredible amounts of information being stored in verticals. Though the functionality is there, it is largely ad hoc and isolated. Though the information is there, it is not being effectively managed and integrated. As a result, organizations are not realizing the benefits of the IT investments they've made. Though they have purchased and implemented the tools they need, they have not integrated them in a fashion that allows them to obtain the significant value they sought. This presentation will detail a methodology to understand the resources you have and map out the resources you need. The presentation will discuss an approach to iteratively achieve a truly integrated application framework solving the actual business needs of your organization and your users.

- Identify a proven methodology to understand your current state and future state and move from one to the other
- Discuss approaches to integrate your systems iteratively, based in the context of actual Business solutions
- Define the supporting designs and administrative components you need to build a successful Enterprise application framework, including governance, Enterprise Taxonomy, and Change Management
- Identify the risks and benefits to building a true Enterprise application framework

Session 6

Enterprise Mashups and Lightweight Data Integration

Mark Madsen

One of the key factors for success with Rich Internet Application (RIA) tools is the integration between the application and data from other systems. The problem is that most software for building Mashups or RIAs is focused on the user interface layer. They don't provide data integration or application integration features, leaving the hard work of accessing data to the developer. Fortunately there are integration tools that provide the capabilities needed to support this style of development. The presentation will explore the layers of architecture in Mashups and RIAs and offer a guide to the different types of integration technology, what the tools do and their suitability for different uses.

- Mashup and Rich Internet Application architectures
- An overview of data integration products and technologies for this market
- Data integration and storage choices

Session 7

10 Golden Rules for Designing an SOA

Rick van der Lans

SOA is not hype anymore. Most organizations are designing or implementing one. But who is doing it right, and who is getting lost in too much technology? When designing an SOA, there are so many questions to ask. Should we drown in small, little services? Should we start with the Business processes and design the SOA top down? How do we manage and control this highly distributed environment? And what about governance? The list of questions is enormous. In this presentation 10 important guidelines are discussed that will help you set up a successful SOA. These guidelines are based on experiences coming from real life SOA projects.

- Business benefits are more important than technical benefits
- Designing top down versus bottom up
- When should we start with SOA governance in our SOA project?
- Using Mashups to get a quick ROI from an SOA investment
- Focus on services and not on the bus – developing a SOA without a bus

Session 8

Panel Discussion: Web Development Approaches and Frameworks

All Speakers

There are a confusing number of frameworks and technologies on the market for doing Web application development. Which of these many

frameworks and technologies should organizations consider? How should they be integrated into the existing IT environment? How will the use of these new technologies and products affect the structure and politics of the existing IT organization? These are some of the questions that will be addressed in this interactive discussion between conference speakers and Conference attendees.

Session 9

Lessons Learned From 10 Years of RAD Races

Rick van der Lans

Application development keeps changing. A long time ago we used traditional 3GL's, such as COBOL and PL/1. Then came the 4GLs, including Progress and Oracle Forms. The last ten years we heavily invested in Java and C#. Currently, the market is looking at Mashups, RIA, and Web 2.0. And every time when we introduce a new language or tool, the promise is made that application development and maintenance will improve. For 10 years, Rick van der Lans has been the chairman of RAD (Rapid Application Development) races. A RAD race is two-day exercise where development teams use their favorite development tools to create an artificial application. The team with most of the functionality up and running wins.

- In general, what can we learn from RAD races?
- Why do certain teams and tools win?
- Over the years, have we seen a productivity increase?
- Will Web 2.0 change RAD?
- Do Java and C# really improve productivity?

Session 10

The Extremes of Web Analytics: From Google to BAM

Colin White

In the high growth and volatile Business environment of the Internet, organizations need to be able to monitor and analyze Business performance in the same way they do in the more traditional Business environment. Without good performance data it is difficult to optimize Business operations on the Web and thus remain competitive. There are many different approaches and tools for producing Web Analytics. These range from the analytics features provided by Google to the Complex Event Processing (CEP) and Business Activity Monitoring (BAM) offerings provided by enterprise software vendors. This presentation examines the role of analytics in optimizing Business operations on the Web, reviews technologies and tools for producing analytics, and discusses how Web Analytics can be integrated with other Enterprise analytical systems.

- The role of analytics in Web Business operations
- Types of Web Analytics
- The power Google
- Enterprise software solutions for Web Analytics: CEP, BAM, stream analytics
- Integrating Web Analytics into the IT framework

Session 11

Online Marketing, Social Media and Customer Analysis

Mark Madsen

Data about customers and their behavior is increasingly valuable and is more accessible than ever thanks to the Web and mobile devices. The biggest areas of impact are marketing and sales, where analytics support has been weak to nonexistent. Combined with modern architectures and analysis techniques, Web and social data provide much deeper insights into consumer behavior. This presentation provides an overview of social media, online marketing and the data that is available for use. It will examine Web technologies and social software features, putting them into context as potential sources of data and as a subject for analysis.

- Why the Web and social media are important and how they are influencing companies
- How to use social media and the Web as a source of data
- Social media and marketing metrics and measurement
- What the future of social, mobile and Web Analytics looks like

Session 12

A Guide to Cloud Computing

Colin White

Both mainstream and startup software vendors have been announcing a steady stream of products and services for outsourcing IT computing resources and application processing to a hosted Web environment. The various terms used to describe these offerings are often confusing. Examples here include on-demand, Software-as-a-Service (SaaS), Cloud Computing, virtualization, etc. The objective of this presentation is to help reduce this confusion by explaining the technologies behind these terms, providing an overview of the capabilities they provide, and looking at how Enterprises can make use of them. The presentation also looks at technology and vendor directions in this area, and reviews customer studies.

- Why outsource to a Cloud Computing environment?
- Understanding the terminology: on-demand, SaaS, PaaS, DaaS, Clouding Computing, Grid Computing, virtualization
- Private versus public clouds
- What vendors like Amazon, IBM and Microsoft are doing
- Customer Case Studies



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