

TECHNOLOGY TRANSFER PRESENTS

MIKE FERGUSON

**ENTERPRISE
SERVICE ORIENTED
ARCHITECTURE
AND INTEGRATION**

OCTOBER 12-13, 2009

**ENTERPRISE
DATA GOVERNANCE
AND MASTER DATA
MANAGEMENT**

OCTOBER 14-15, 2009

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)



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ABOUT THIS SEMINAR

In today's Business climate, many companies are trying to widen margins by reducing operational costs while at the same time becoming more agile and intelligent in Business operations. In addition they want to become more responsive to Business events and more flexible in their ability to quickly change in response to competitive pressures. To do this requires that companies improve the efficiency and automation of their operational Business processes through Enterprise Business Integration and on-demand Intelligence. Enterprise Integration will also help to reduce the complexity and Total Cost of Ownership of IT infrastructure and to get more value out of existing systems. Enterprise Business Integration involves the creation of a Service Oriented Architecture (SOA) as well as an integration strategy to help achieve specific strategic Business objectives. Five levels of integration are needed to create the Process Centric Intelligent Business. These are user interface integration, people integration via collaboration tools, Business Process Integration, Application Integration and on-demand Data Integration.

This in-depth two-day seminar discusses the Business benefits that can be obtained from Business Integration and SOA and then focuses on SOA architecture options, the technologies and a methodology on how to integrate Business operations and also leverage Business Intelligence on-demand in operations to create the Intelligent Business.

LEARNING OBJECTIVES

Attendees will learn how to justify the Business benefits of Enterprise Integration, create an Enterprise Service Oriented Architecture (SOA) and then bring the architecture to life using common integration infrastructure technologies to join up Business operations. They will learn about the components of Service Oriented Business Integration including Web Services, using Metadata Integration technologies to create a shared Business vocabulary, Service Oriented design, Business Process Management technologies, Complex Event Processing (CEP), Business Activity Monitoring (BAM), on-demand Business Intelligence, Enterprise Portal technologies and Rich Internet Applications (RIAs). They will also learn about using Business Process Management (BPM) technologies to integrate processes across the Enterprise and beyond to trading partners and customers. In addition attendees will learn what technologies to use, how to select and how to integrate these products into an end-to-end integration technology framework based on integrated shared Metadata and Web Services.

WHO SHOULD ATTEND

This seminar is intended for Business and IT Professionals involved in the management, implementation and deployment of Enterprise Integration and Service Oriented technologies.

OUTLINE

1. Developing a Business Plan for Enterprise Business Integration

- What is Enterprise Integration?
- Why do it – what are the Business and technical benefits?
- Relating Enterprise Integration to Business strategy
- Identifying Return On Investment
 - Following your operational Business processes,
 - The benefits of Business on-demand
- What needs to be done to integrate the Enterprise?
- The five levels of Enterprise Integration – user interface, people, Business process, applications and data
- Creating the Process Centric Enterprise
- BI and BI – the need for Business Integration and Business Intelligence
- Contents of a Business plan for Enterprise Integration

2. Creating a Service Oriented Architecture

- What is a Service Oriented Architecture (SOA) and why do we need it?
- Components of the end-to-end SOA architecture
- Introducing the Enterprise Service Bus and Service Registry
- Integration options and the strengths and weaknesses of each
- Quick start integration mechanisms using Enterprise Portals
- Best of breed vs SOA integration platforms – which is best?
- The technology marketplace
 - Portal vendors, Process Management vendors, ESB vendors and Data Integration vendors
 - SOA Integration platform vendors (IBM, Microsoft, Oracle, Software AG, SAP, Tibco etc.)
- Packaged application vendors and Enterprise Integration – SAP, Oracle, Microsoft

3. Business Integration Planning and Implementation

- Implementation options for Enterprise Integration
- The project team – skill sets and organisational structure
- Ownership – a Business and IT partnership
- Assessing your existing environment
- Using the Enterprise Architecture as a guide
- Following Business processes end-to-end
- Defining the implementation plan - a methodology and steps involved in Enterprise Integration

4. Application Integration and Business Process Management

- What are Web Services?
- Standards WSDL, SOAP, UDDI, WSRP, WS-Transaction, REST
- Using Web Services at different levels of integration
- Business Process Management – towards the Process Centric Enterprise
- A methodology for Business Process Management
- Defining Business Processes and Business events
- Modelling Business Processes – tools, simulators and BPMN and XPD standards
- Identifying integration points in existing systems
- Application modernisation using Web Service wrappers and other methods
- Legacy modernisation tools – e.g. SoftwareAG, IBM, Oracle
- Mapping processes to underlying systems
- Executing a Business Process – BPEL Process engines and Enterprise Service Bus
- Monitoring a Business Process – the role of Business Activity Monitoring (BAM)
- Monitoring events using Complex Event Processing (CEP)
- Re-engineering a Business Process

- Enterprise Integration – Process driven Portals
- Conclusions and recommendations

5. SOA Governance and Web Service Design

- SOA Governance
 - Using a Web Services Registry and Service Management Tools
 - Run time Web Service Security Governance
- Setting standards for service design and development
- Identifying services needed
- Service types
- Key points in designing Web Services
 - Service interoperability – SOAP over HTTP vs SOAP over JMS
 - Security
 - Performance
 - Scope and granularity of Web Services
- Service development approaches and interface design

6. Intelligent Business – Integrating Rule-Driven Closed Loop Business Intelligence into Business Processes

- What is Intelligent Business?
- The problem with existing BI systems
- Pre-requisites to integrating BI into Business Processes
- A methodology for role and Process Activity-Based Business Intelligence
- Technology components for rule-driven closed-loop Intelligent Business
- Complex Event Processing and Business Activity Monitoring
- Event Driven Data Integration and automated analysis
- Rules engines – Computer Associates, Corticon, Fair Isaac, IBM Ilog, PegaSystems
- Enterprise alerting, on-demand predictive analysis, on-demand recommendations and action messages
- Guided Actions and Action Management

7. Integrating and Personalising User Interfaces using Enterprise Portals

- What are Enterprise Portals?
- Why use Enterprise Portals – the move to role based personalised workplaces
- Integrating applications, data and collaboration tools using Portal technology
- The role of Web Services in integrating data and applications into Portals
- Building Portal based composite applications and ‘mashups’ from underlying services
- Collaboration tools and Portals
- Approaches to integrating applications, unstructured content, BI and data into a Portal
 - Portlets for multiple BI tools, Content Management systems and applications
 - Leveraging on demand Web Services using Web Services for Remote Portals (WSRP)
 - Accessing unstructured content in a Portal
 - Integrating Business Intelligence into Enterprise Portals
- Business Portals – rendering services in a personalised workspace
- Integrating Microsoft Office applications with SOA based Enterprise Services e.g. SAP/Microsoft Duet, IBM Lotus SAP Connector, Panorama, SAP Business Objects, SAS, IBM Cognos

8. Rich Internet Applications and Enterprise SOA

- Web applications vs RIAs – is there any difference?
- Portals Vs RIAs
- Mashups – the lightweight RIA
- Application architecture of a RIA
- Patterns for building RIAs
- Web 2.0 technologies used in RIA development and how they work – AJAX, PHP, REST, JSF
- Managing state in RIAs
- Using RIA technologies – what are the options?
 - Development frameworks vs Web components vs Web Services

- Using Web 2.0 frameworks and technologies in your IDE e.g. Adobe Flex, OpenLazlo, Dojo, JMaki
- Accessing Enterprise application and information Web Services from RIAs in a SOA
- Build options for the user interface – Portlets vs RIA Web components and desktop widgets
- Development options from the vendors e.g. Google, IBM, Microsoft, Oracle, Yahoo, Open Source frameworks
- Strengths and weaknesses – when to use what where
- Integrating RIAs into Enterprise Portals

Mike Ferguson is the Managing Director of Intelligent Business Strategies Ltd. As an independent analyst and consultant he specialises in Business Intelligence, Enterprise Business Integration and Enterprise Data Management. With over 28 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. He is also an expert on the B-EYE-Network. Prior to founding Intelligent Business Strategies, was a member of NCR's worldwide product strategy and architecture team as a Chief Architect working on the Teradata DBMS. He spent four years as a principal and co-founder of Codd and Date Europe Limited – the inventors of the Relational Model – specialising in IBM's DB2 product and was a partner and European Managing Director at Data-Base Associates.

ABOUT THIS SEMINAR

This two-day seminar is intended for compliance Managers, data Architects, database Administrators, data integration Developers and Master Data Management Professionals, who are responsible for Management and Governance of Enterprise data.

The seminar takes an in-depth look at the Business problems caused by poorly managed data, and defines the requirements that need to be met for a company to confidently define, manage and share master, transactional, analytic and unstructured data across operational and analytic applications and processes.

In order to achieve Enterprise Data Governance, a company needs to invest in people, processes and a suite of technologies that support end-to-end Data Governance activities. These include:

- Enterprise Metadata Management
- Data Modelling
- Data Profiling
- Data Cleaning
- Data Integration (Batch, on-demand and event-driven)
- Data Synchronisation
- Master Data Management
- Enterprise Content Management

During the two days we take an in-depth look at the technologies needed in each of these areas as well as best practice methodologies and processes for data Governance and Master Data Management.

LEARNING OBJECTIVES

Attendees will learn how to set up an Enterprise Data Governance program and to determine what technologies they need for Enterprise Data Governance, Data Integration and Master Data Management (MDM). In addition they will learn when to use certain technologies over others and methodologies to use for Metadata Management, Data Integration, and designing and implementing Data Governance and MDM solutions.

WHO SHOULD ATTEND

This seminar is intended for Business and IT Professionals responsible for Enterprise Data including Metadata Management, Data Integration, Data Quality, Master Data Management and Enterprise Content Management. It assumes that you have an understanding of basic data Management principles as well as at least a high level of understanding of the concepts of data migration, data replication, Metadata, Data Warehousing, Data Modelling, Data Cleansing etc.

OUTLINE

1. An Introduction To Enterprise Data Governance

This session introduces Enterprise Data Governance and looks at the reasons why companies now need to invest in Data Integration and Data Management.

- An introduction to Enterprise Data Governance
- The impact of unmanaged data on Business Performance
- Is your data out of control?
- Key requirements for Enterprise Data Governance (EDG)
- Establishing a data architecture and competency centre for the Enterprise
- Establishing a strategy for Data Governance
- Getting the organisation right – data stewards and data owners
- Formalising EDG processes
- The emergence of EDG platforms

2. Enterprise Metadata Management

This session looks in detail at the need for Enterprise Metadata Management as the foundation for any Data Governance project. Metadata Management includes the need for data stewards, data owners, common data definitions, discovery of existing disparate data definitions and data relationships, and the mapping of disparate definitions to a common shared data vocabulary.

- What is Enterprise Metadata Management?
- Component technologies for Enterprise Metadata Management
- Common Metadata - data standardisation using a shared Business vocabulary
- Shared Business vocabulary vs Taxonomy
- IBM WebSphere Business Glossary vs Microsoft Business data Catalog
- Disparate Metadata discovery, Metadata mapping and Metadata integration

- Metadata discovery tools – SAP/Business Objects, DataFlux, IBM Rational Data Architect, Informatica, Sypherlink
- Generating Data Integration services from common Metadata
- Integration of common Metadata with Data Modelling and Data Integration tools

3. Enterprise Data Quality

This session looks at a number of emerging Business problems that require increased use Data Quality and data profiling software and why these new problems have transitioned Data Quality Management from 'nice to have' software into an essential part of Enterprise Data Management infrastructure. It looks at what has changed in these tools that has made them so desirable today.

- Enterprise compliance – Mandating the need for rock solid data
- Processes required for Enterprise Data Quality
- The Enterprise Data Quality problem
 - Data Quality at the keyboard
 - Data Quality on inbound and outbound messaging
 - Data Quality integration with Data Warehousing
 - Data Quality and Master Data Management
- Metadata Quality – Why this also matters
- What's new in Data Quality tools
- Integrating Data Quality into the Enterprise – On-demand Data Quality Services
- Creating an Enterprise Data Quality firewall
- Monitoring Data Quality using Dashboards

4. Enterprise Data Integration

This session looks at the key approaches to Data Integration and provides an in-depth guide to each main type of integration technology. It includes coverage of structured and unstructured Data Integration.

- Key approaches to Data Integration – Data federation, data consolidation and data synchronisation
- Enterprise Data Integration - EII, ETL, ESB data synchronisation and data replication
- The Data Integration technology marketplace – Composite, DataFlux, Denodo, IBM, Informatica, Information Builders, Ipedo, Microsoft, Oracle, Red-Hat, SAP (Business Objects)
- An in-depth guide to data federation using Enterprise Information Integration (EII)
- ETL technologies and uses – Data Warehousing, data migration, Data Integration services
- Unstructured Data Integration and Enterprise Content Management
- Using Data Integration technologies for event-driven and on-demand Data Integration, data migration, data consolidation, data synchronisation and Master Data Management

5. An Introduction to Master Data Management

This session introduces Master Data Management and looks at why Businesses are serious about introducing it. It also looks at the components of an MDM system and how to assess what components you need and the right implementation option for your Business.

- What is Master Data Management (MDM)?
- Business benefits – Why is MDM needed?
- Components of a MDM solution
- How does MDM fit into an Enterprise Service Oriented Architecture?
- MDM architecture – Does MDM mean yet another data store?
- MDM examples – Customer Data Integration, Product Information Management, Financial Data Management
- Assessing your need for an MDM system
- Implementation options – Deciding on Build vs Buy

6. Designing A MDM System

This session looks at what is involved in designing an MDM system. It looks at the system scope, identifying candidate Business entities, design approaches, identity Management, Master Data integration and Business process re-design.

- Deciding the scope of an MDM system
 - Master data, Master Metadata vocabulary, Master Data access services, Master Data Business processes
 - Data considerations - Operational data vs Business Intelligence vs unstructured content
- MDM Architecture options
- Master Data Management approaches and their differences – Virtual Approach vs Master Data Synchronisation vs Master Data Integration vs Enterprise MDM
- Identifying candidate Business entities for MDM processing - Product Data, Customer Data, Employee Data, Financial Data
- Master Data identity Management – The need for Global IDs and Global Foreign keys
- Introducing a shared Business vocabulary and Master Data integrity rules
- The importance of Hierarchy Management
- Approaches to integrating Master Data – The pros and cons of data federation, data consolidation or data synchronisation
- Understanding maintenance of Master Data – Data Entry Systems vs Systems of Record
- Identifying and re-designing Business processes associated with Master Data

7. MDM - The Build Option

This session looks at how you build a MDM system. It includes what you have to do to define Master Data, source Master Data in data entry systems and how to map disparate source data to the Master Data entities. It also looks at

what you need to do to integrate Master Data to create a Master Data Hub and how to synchronise data across existing systems.

- Defining Master Data attributes using common Metadata
- Data entry system identification and data relationship discovery
- Mapping source data to the Master Data vocabulary
- Data profiling and rule creation for cleanup and matching
- Create a master hub using Data Integration
- Implementing Master Data synchronisation

8. MDM - The Buy Option

This session looks at the buy option for MDM by exploring the MDM technology marketplace. It looks at the different technologies available and the pros and cons of each type of solution. It also looks at the scope of each product in terms of entities supported, and whether or not you can integrate them with existing technologies in your Enterprise.

- The MDM technology marketplace – D&B Purisma, DataFlux, I2, IBM, Initiate, Kalido, Microsoft, ObjectRiver, Oracle, SAP, Siperian, Teradata
- Rule-based synchronisation products
- Virtual Master Data products
- Single and multiple entity hub products
- Enterprise MDM products
- Data Quality and Data Integration products for MDM
- External Master Data providers
- Pros and Cons of each type of solution – What can they do, what can't they do?
- Evaluating and combining MDM products
- Integration of MDM solutions with existing Data Integration technologies
- Implementing a purchased MDM solution
- Development work that is still needed

9. Transitioning to Enterprise MDM – The Change Management Process

This session looks at the most difficult job of all – The Change Management process that is needed to get to Enterprise Master Data Management. It looks at the difficulties involved, what really needs to happen and the process of making it happen.

- Starting a MDM Change Management program
- Changing data entry system data stores
- Changing application logic to use shared MDM services
- Changing user interfaces
- Leveraging Portal technology for user interface re-design
- Leveraging a Service Oriented Architecture to access MDM shared services
- Changing ETL jobs to leverage Master Data
- Hierarchy Change Management in MDM and BI systems
- Transitioning from multiple data entry systems to one data entry system
- Transitioning change to existing Business processes to take advantage of MDM
- Planning for incremental Change Management

10. Integrating MDM Into The Enterprise

- Integrating MDM with Enterprise Portals
- Integrating MDM into a Service Oriented Architecture (SOA)
 - Sharing access to Master Data via Master Data services
- Leveraging Master Data Integration services in a SOA
- Leveraging SOA for data synchronisation
- Integrating MDM with operational applications and process workflows
 - How do you integrate an MDM system with batch applications
 - How do you integrate an MDM system with green screen applications

- How do you integrate an MDM system with client server applications
- Integrating MDM with Business Intelligence
 - Why is MDM different from Data Warehousing systems?
 - How do you integrate an MDM system with BI systems
 - The impact of MDM on ETL processing
 - Version control on dimensional data
 - Hierarchy Change Management across multiple Data Marts
- Integrating MDM with Enterprise Content Management Systems

<p>PARTICIPATION FEE</p> <p>Enterprise Service Oriented Architecture and Integration € 1200</p> <p>Enterprise Data Governance and Master Data Management € 1200</p> <p>Special price for the delegates who attend both seminars € 2250</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p>	<p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p> <p>HOW TO REGISTER</p> <p>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</p> <p>within September 28, 2009</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>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.</p> <p>EARLY REGISTRATION The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>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.</p> <p>CANCELLATION LIABILITY In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.</p>
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Registration fee: € 1200

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BOTH SEMINARS

Special price for the delegates who attend both seminars: € 2250

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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