

TECHNOLOGY TRANSFER PRESENTS

MAX DOLGICER

THE NEW INTEGRATION MANIFESTO

Applications, Data,
Cloud, Mobile, and
the Internet of Things

OCTOBER 27-28, 2014

VISCONTI PALACE HOTEL
VIA FEDERICO CESI, 37 - ROME (ITALY)

APPLICATION

DEVELOPMENT IN THE
AGE OF CLOUD
AND MOBILE

DECEMBER 11-12, 2014

RESIDENZA DI RIPETTA
VIA DI RIPETTA, 23 I - ROME (ITALY)



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ABOUT THIS SEMINAR

How to integrate applications and data stores in a predictable, consistent and repeatable fashion is a challenge that has remained among the top priorities of most CIOs. At the same time the new mega trends of Cloud, Mobile, Social, and Big Data have quickly become a reality in most enterprises. How do we connect our core systems to the extended ecosystem of Cloud, Mobile devices, business partners, external app developers and always connected end users? In a recent forecast, Gartner Group predicted a 33% increase in integration cost over the next few years.

Much of this cost increase is driven by the need for Cloud and Mobile integration. Legacy applications are migrated to the Cloud, or their business functions are replaced by SaaS, and new applications are purpose-built for the Cloud. Now we have applications and data residing in different Clouds and on-premise, and they have a multitude of interdependencies. Mobile apps often need to access and be synchronized with back-end applications.

Many companies are prone to fall into the trap of repeating the "Integration Spaghetti" of the 1990s. The integration technology landscape today is becoming increasingly more complex - companies face a wide variety of approaches and middleware platforms that could be utilized. We will look at data integration, a long standing staple for any company: what are the major use cases today and what functionality should you be looking for when selecting a tool. We will also look at application integration: how can we move legacy applications forward into a world of services and what middleware platforms can be used to integrate with the Cloud and across Clouds? Leading companies have started to enable the extended ecosystem of Mobile apps and business partner systems on a global scale. APIs are rapidly becoming the glue that allows us to safely and efficiently connect our internal systems to the world. Gartner predicts that by the end of 2014 more than 75% of the Global 1000 enterprises will have implemented an API program - but how will they maximize the value of such an initiative?

We will present a case study and put everything we have learned together so that the attendees of the seminar can start formulating a comprehensive integration strategy for their company.

Benefits of attending

- Understand how to solve the integration challenges when enterprise applications are extended to Mobile
- Learn how to architect scalable Integration solutions that can be reused and how to integrate and reduce the complexity of your application portfolio
- Understand the major use cases for data integration and what functionality the leading technology platforms provide
- Learn how to integrate applications on-premise, in a Cloud, and across Clouds
- Distinguish between hype vs. reality so that you can use the right technology to solve the right problem in your organization.
- Learn how different Middleware technologies can be used to integrate mobile, on-premise and cloud applications
- See why Services Based Architecture is an efficient approach to facilitate application integration on a large scale
- Understand how to integrate the Internet of Things into your enterprise ecosystem and capitalize on its potential.

1. Integrating the Extended Enterprise

- The IT mega-trends that drive integration today
 - Cloud, Mobile, Big Data, Social
- The perpetual challenge: increasing business velocity
 - How can IT respond?
- From Enterprise Class IT to Global Class IT – What does it take to get there?
- How not to reproduce the “Integration Spaghetti” of the 1990s
 - Seven things you must know about integration
- Exercises for integrating the extended enterprise

2. The Integration Technology Landscape

- What are the integration technology choices today?
- Integrating on-premise systems
 - Portals – Integration on the glass
 - Data level integration
 - Interface level integration
 - Service Oriented Integration (SOI)
- Integrating the extended enterprise
 - Service Oriented Integration (SOI)
 - Process level integration
 - Cloud integration
 - Mobile integration
 - Integrating the IoT
- Exercises for the integration technology landscape

3. Data Integration

- When to use data integration
 - Business Intelligence (BI)
 - Master Data Management (MDM)
 - Data conversion
 - Data synchronization
- Functionality to look for in a data integration platform
 - Adapters
 - Movement of data
 - Data transformation
 - Data virtualization
 - Meta data & modeling
- Major data integration platforms
- Exercises for data integration

4. Interface and Service Based Integration

- What types of architecture can we employ for integration?
- Services, service layers, and Service Oriented Architecture (SOA) defined
- Which standards can make integration more scalable?
- Key integration architecture patterns: Multi step process vs. Composite Application
- When to use service-based integration

5. Platforms for Interface and Service-based Integration

- What functionality to look for?
- Enterprise Service Bus – a popular platform for service-based integration
- How do enterprises use Integration Platforms today?
- Commercial and Open Source Integration Platform Product Examples
- Exercises for integration platforms

6. Integration Platform as a Service (iPaaS) and Hybrid Integration

- Cloud definition
 - Choose your flavor: IaaS, PaaS, or SaaS?
 - A Cloud Reference Architecture
- What drives the need for Cloud integration
- Why do we need a new technology for cloud integration?
- Integration Platform as a Service (iPaaS) defined
- iPaaS product examples
- Cloud Integration architectures: the rise of the hybrid platform
- Exercises for cloud integration

7. Integrating Mobile Apps with Backend Applications

- Use cases for Mobile apps
- How to choose device native applications vs. Mobile Web applications
- Connecting Mobile apps to enterprise systems – A step by step walk-through
- Cross-platform solutions: Mobile Enterprise Application Platform (MEAP)
- A comprehensive Enterprise Mobile Integration Architecture
- Exercises for mobile integration

8. The Next Frontier: The Internet of Things (IoT)

- What is the Internet of Things (IoT)?
 - \$14 Trillion “Value at Stake” – can you afford to miss it?
- Typical use cases in Finance, Government and Insurance
- The two worlds of the Internet: Physical vs. Cyber
- Typical solution architectures
- How to communicate with “things”
- Why do we need a new technology for IoT integration?
- Integrating things, cloud, mobile apps, and back-end systems
- Exercises for integrating the IoT

9. Putting It All Together

- Real world case studies
- Developing an integration strategy for your company
- Approaches to leverage legacy systems
- Organizational impact of integration projects
- Exercises for developing an integration strategy

WHO SHOULD ATTEND

- IT Managers that need to understand the challenges and opportunities for integrating on-premise applications, Cloud-based systems and Mobile apps
- IT Architects who want to define architecture to facilitate successful integration projects
- IT professionals who need to see when and how different integration solutions can be applied
- Developers and IT Managers who want to obtain an overview of the different approaches to integration that are available today
- IT Managers and IT Strategists selecting new technologies
- IT Architects and Managers who need to develop an integration strategy for their company
- IT professionals looking for best practices to be applied in integration projects
- Consultants who need to recommend different strategies for implementing integration solutions

ABOUT THIS SEMINAR

How do you evolve your application development strategy to enable the digital enterprise, consisting of Cloud, Mobile, Big Data and Social? Gartner calls this the “Nexus of forces”, in IDC terminology it is known as the “Third Platform”. The diversity of today’s IT landscape requires a fundamental shift in how we develop applications – or *not* develop applications. There is a plethora of new tools and no shortage of vendor claims to reduce cost and accelerate time to market.

The Cloud has become an indispensable component of most IT organizations. However, there is much confusion about designing applications such that they can take advantage of the key cloud capabilities (i.e. elasticity and reliability). We will discuss 7 patterns for application design that yield progressively more benefit for applications deployed in the Cloud, but come with increasing development complexity. While cloud applications can be implemented using traditional tools, PaaS products and services are gaining in popularity. The seminar provides an overview of the different types of PaaS tools and illustrates their capabilities through product examples.

Our application development strategy also needs to consider the high demand by employees and customers to get mobile access to our business systems. We will compare the three approaches to building enterprise mobile applications: device native, web based, and hybrid. Depending on the development approach we choose, we need to consider different ways of integrating mobile apps with our enterprise systems - but this is just one piece of the integration puzzle. Data and applications are proliferating and we also need to integrate on-premise with Cloud based applications, as well as applications within and across clouds.

IT organizations today are facing an extended ecosystem that goes beyond applications that are under their control – business partners want to connect their systems to ours, and external app developers are building consumer apps that provide easy access to the products and services of major companies. APIs are rapidly becoming the predominant approach to externalizing applications and to evolve the digital enterprise. In fact, many companies find the API approach so valuable that they apply it to their internal development as well.

Benefits of attending

- Understand how to develop applications for the Cloud
- See what the strategies of major PaaS vendors are and how their tools stack up
- Learn about the three different approaches to building mobile apps and how to decide between them
- Understand what Web APIs are, how they can be used to connect with your business partners, and how to attract a broad community of app developers to promote your brand
- Distinguish between hype vs. reality so that you can use the right technology to solve the right problem in your organization
- Learn how integration middleware can facilitate integration of applications within your enterprise, the Cloud, and mobile apps

1. Introduction

- Today's challenges to Enterprise IT
 - Consumerization of IT
 - The Nexus of Forces, or The Third Platform
- Systems of record vs. systems of engagement
- The threat of new technology silos
- IT goes global: introducing the pace-layered architecture

2. Overview of Cloud Computing

- Evolution or revolution: what makes cloud disruptive?
- Cloud definition: IaaS, PaaS, and SaaS
- National Institute of Standards and Technology (NIST) Cloud Reference Architecture
- Cloud adoption and typical use cases
- What makes a Cloud a Cloud?
 - Resource virtualization
 - Automated, on-demand provisioning of resources and management capabilities
 - Shared infrastructure and applications across tenants
- What is multi-tenancy?
 - Multi-tenancy across the technology stack
 - 7 approaches to multi-tenancy
 - Which level of multi-tenancy is right for your applications?
- Cloud benefits and challenges
 - High profile Cloud outages
- Exercises for transitioning to the cloud

3. PaaS – Building Applications for the Cloud

- Platform as a Service (PaaS) defined
- A complete PaaS stack
 - Where to draw the line: IaaS+ or pure-PaaS or custom-SaaS?
 - What functionality do we need to build applications for the Cloud?
- A detailed look at major PaaS providers:
 - Google App Engine
 - Microsoft Azure
 - CloudFoundry

- The new DevOps model and its advantages
 - How the integration of development & operations creates agility
- Outlook: PaaS adoption and vendor roadmap
- Exercises for utilizing PaaS

4. Mobile Web, Hybrid, or Device Native?

- Overview of the mobile device market
- Decision points: use cases, existing skills, target audience
- Building device native Mobile applications
- Building mobile Web applications
 - New standards: HTML5 and WebSocket
- Hybrid (wrapped) Mobile applications – Best or worst of both worlds?
- Comparison of the device native and Mobile Web approaches
- Device independence through Mobile Application Development Platforms (MADP)
- Product examples:
 - Antenna Software
 - Appcelerator
- Exercises: when to select which Mobile strategy

5. Integrating Cloud, Mobile, and Enterprise Systems

- The need for (inter)mediation
 - Mediation functionality
 - The Enterprise Service Bus (ESB)
- Cloud integration: From ESB to "Internet Service Bus"
- Product Examples:
 - Windows Azure AppFabric
 - IBM Cast Iron
- Cloud integration architecture choices
- Connecting Mobile applications to backend enterprise systems
 - Connection
 - Data retrieval
 - Parsing the responses
 - Populating a database
 - Secure storage

- App and data de-provisioning
- Data synchronization
- Why Cloud is essential for enterprise mobile apps
- A comprehensive Enterprise Mobile Architecture
- Exercises for integrating the Cloud and Mobile apps

6. Evolving the Digital Enterprise through APIs

- What are APIs and what are the drivers?
 - The new API economy
- What is the difference between SOA Web Services and APIs?
- Best Practices in API creation and design
 - Key considerations for a successful API program
 - Industry examples of leading enterprises
- Key features to look for in an API platform
 - Major product examples
- Exercises for designing an API program

7. Conclusions

- Key take away points
- The Third Platform and the new Enterprise IT
- What to do on Monday

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- Developers and IT Managers who want to obtain an overview of the different approaches to application development that are available today
- IT Managers and IT Strategists selecting new technologies
- IT Architects and IT Managers who need to develop an application development strategy for their company.
- IT professionals looking for best practices to be applied in development projects
- Consultants who need to recommend different strategies for implementing Cloud-based and enterprise Mobile applications

INFORMATION

<p>PARTICIPATION FEE</p> <p>1) The New Integration Manifesto € 1200</p> <p>2) Application Development in the Age of Cloud and Mobile € 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>1) Roma, Visconti Palace Hotel Via Federico Cesi, 231 Rome (Italy)</p> <p>2) 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 1) October 13, 2014 2) November 26, 2014</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca: Cariparma Agenzia 1 di Roma IBAN Code: IT 03 W 06230 03202 000057031348 BIC/SWIFT: CRPPIT2P546</p>	<p>GENERAL CONDITIONS</p> <p>DISCOUNT</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>If a company registers 5 participants to the same seminar, it will pay only for 4.</p> <p>Those who benefit of this discount are not entitled to other discounts for the same seminar.</p> <p>CANCELLATION POLICY</p> <p>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</p> <p>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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Roma 11-12 Dicembre 2014
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Registration fee: € 1200

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

SPEAKER

Max Dolgicer is an internationally recognized expert, Technical Director and Principal at International System Group, (ISG) Inc., a leading consulting firm that specializes in design, development and integration of large-scale distributed applications using leading edge Middleware technologies. Mr. Dolgicer is a contributing editor for Application Development Trends magazine and recognized speaker, instructor and lecturer. Mr. Dolgicer has more than 30 years of management and technical experience in development and support of Business applications, software products and systems internals. Mr. Dolgicer's academic background includes a Master in Computer Science from Technion, Israel Institute of Technology.