Singapore
Agenda & Breakout Schedule

3 April
WED

7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22

REGISTRATION
BREAKOUTS
HANDS-ON LABS
CERTIFICATION
LUNCH
TECH HUB
HUB
WELCOME RECEPTION
TECHNOLOGY HUB

4 April
THUR

REGISTRATION
BREAKOUTS
HANDS-ON LABS
CERTIFICATION
LUNCH
TECH HUB
HUB
HUB
GENERAL SESSION
HAPPY HOUR

Agenda subject to change
9:30–10:15  **Ai on Demand: Data Science in Operation**
The ever-present need for business optimization, combined with a long history of applied statistics, explosive growth in available data and recent advances in cloud computing, has created a perfect storm of innovation. This presentation shows real-time AI in action, including case studies in recommender systems, anomaly detection, risk management, dynamic pricing and customer engagement.

**Transforming to Digital: The Telco Service-based Network Architecture**
The evolution to 5G architecture, Cloud, and an agile platform to support new digital business-to-business services and customer revenue streams will require telcos transitioning into digital service providers (DSPs) to either build a completely new network or evolve their existing one. In either case, a very flexible and agile infrastructure combining core network functions (4G, 5G, fiber) and IT systems is needed. This session will provide the background, challenges, and a clear action plan leading telcos to a service-based network architecture. We'll explore this via a conversation with a valued customer.

**Innovation in Banking: Drivers of Disruption**
In 2019, banks are betting big on the new technologies of Machine Learning and Artificial Intelligence. Banks will compete to be a lot more proactive, more personalized, and more real-time. What will set winners apart is a framework that will make banks succeed not only in these early days, but in the long-run – ensuring sustained competitive advantage in intelligence. Attend this session to learn about an action plan for real competitive advantage in artificially intelligent banking. We’ll explore this via a conversation with a valued customer.

**All Things Blockchain: Key Considerations and Patterns for the Enterprise**
Most people have heard of Bitcoin, and may also know that blockchain is one of the underlying concepts behind this cryptocurrency. However, how does blockchain apply to the enterprise? How can technologies related to blockchain be utilized within various verticals, and how does this impact current application-related approaches such as cloud and AI/ML? Join this session to hear about blockchain, associated concepts such as distributed ledgers and smart contracts, and what we, as technologists, should be thinking about as we look to apply these concepts across our organization.

9:30–12:15  **TIBCO Connected Intelligence Cloud**
*Hands-on Lab • More info to come

**F1 Telemetry with TIBCO Spotfire® Data Streams**
*Hands-on Lab • More info to come
Singapore 2019 • Breakout Schedule

TIBCO LABS: Innovate Together
The ability to innovate is a key aspect of success within any organization. But how should one approach innovation? What must be considered when developing an innovation program, and how does one measure success? Join this session to hear about how TIBCO approaches innovation, how the TIBCO LABS program may be utilized by customers and partners to augment their innovation journey, and also hear about various innovation projects currently in progress at TIBCO.

Build Smart Edge Applications: Leveraging Machine Learning
While IoT has been a popular topic for many years, the technology is now at an inflection point. With the growing trend of mesh networks, 5G, more capable microcontroller hardware, and significant advances in software (all at the true edge), 2019 is looking like the year of "IoT". Attend this session to learn about current trends in IoT and how TIBCO LABS is innovating at the edge.

Innovation in Travel: Build Trust by Improving CX at the Edge
Among the top priorities of Travel and Transportation companies in recent years has been improving the customer experience. Much of the focus in achieving that has been on digital marketing, but while important, often operations’ role in delivering excellence in the context of customer interactions is overlooked or is not integrated. This session will cover how to improve the customer experience through optimized operations and how one of our valued customers does this.

TIBCO EBX: A Holistic Data Asset Management Solution
Businesses and innovation thrive when high-quality shared data assets - master data, reference data, business glossaries, and metadata - fuel critical operational and analytical processes. While these data assets are intrinsically linked, all too often, businesses must manage them independently in separate solutions, leading to higher cost, lower agility, and inconsistencies that can put organizations at risk. Attend this session to learn how TIBCO EBX help you overcome these silos with an with a single, innovative solution to manage, govern, and consume all shared data assets across the enterprise for accurate views of the business across functions and data-driven insights and decisions that can be trusted.

TIBCO Flogo: Building Modern Applications
The landscape of application architecture has shifted, gone are the days where large, monolithic applications are acceptable. In this session, discover how you and your developers can make the shift toward building, modern, event-driven applications with Flogo while embracing cloud-native deployment models, such as containers with Kubernetes and serverless compute via AWS Lambda. We’ll also dive deep into the core facets of modern application architectures: event-driven processing paradigms (streaming, contextual rules and integration), Machine Learning enabled and efficiency from both a resource and deployment standpoint.
### 3 April

#### Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:30–12:15</td>
<td><strong>Innovation: Trends for Innovative Companies</strong></td>
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<td>Strategies and technologies that companies and their executives are</td>
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<td>using to drive innovation are critical components for staying</td>
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<td>competitive. TIBCO has recently completed CxO Innovation Research and</td>
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<td>identified the disruptive trends that smart companies are using to</td>
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<td>stay in the lead. Join this session to learn about highlights of</td>
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<td>the research and how companies are driving innovation in today’s</td>
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<td>competitive digitally transforming world.</td>
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**Innovation in Manufacturing: Intelligence for the Next Industrial Revolution**

Industry 4.0 has laid the groundwork for the next industrial revolution. With advances in cloud computing, AI, machine learning and data science, cheaper and more scalable factory solutions will change the way business is done. Using a Smart Factory system, all relevant data is aggregated, analyzed, and acted upon. Sensors, devices, people, and processes are part of a connected ecosystem. We call this Manufacturing Intelligence, which gives decision-makers a competitive edge to digitize the business, optimize costs and processes, accelerate innovation, and survive digital disruption. Attend this session to learn about an action plan for real competitive advantage in manufacturing intelligence. We’ll explore this via a conversation with a valued customer.

**Data Virtualization: Democratize Analytic Data for Better Business Insight**

Don’t let data access be a bottleneck to analytics success. In this session, you’ll learn how TIBCO Data Virtualization can democratize analytic data for better business insights. By providing analytics users self-service data access, they get the data they want, the way they want it, when they want it, and how they want it. Analysts spend more analyzing data, less time searching for it, leading to faster insight discovery and better business decisions.

| 13:15–16:15 | **Building blockchain smart contracts with Project Dovetail™**       |
|             | *Hands-on Lab • More info to come*                                  |

| 13:15–16:15 | **Real-Time Image Classification with Project Flogo™ and TensorFlowz** |
|             | *Hands-on Lab • More info to come*                                  |
### 4 April
#### Thursday

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
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<tr>
<td>11:45–12:30</td>
<td><strong>TIBCO Cloud Integration: What’s next for TIBCO BusinessWorks, TIBCO Flogo</strong></td>
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<tr>
<td></td>
<td>and TIBCO Scribe</td>
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<td></td>
<td>TIBCO leads the pack when it comes Application and Data Integration through</td>
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<td>three key capabilities that allow users to Connect, Integrate and Develop.</td>
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<td>TIBCO Scribe (Connect) empowers business users to connect SaaS applications</td>
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<td>quickly and easily in the cloud, TIBCO BusinessWorks (Integrate) provides the</td>
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<td>best-in-class capabilities for enterprise integration patterns for both on-</td>
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<td>premise and multi-cloud deployments and TIBCO Flogo (Develop) allows</td>
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<td>developers to build event-driven microservices and serverless functions for</td>
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<td>modern use-cases. All of these capabilities provided in a single, unified</td>
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<td>product - TIBCO Cloud Integration (TCI). This session will provide an overview</td>
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<td>on how these capabilities come together, how are customers using this, how</td>
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<td>you can be successful using them and what’s coming next for TIBCO Cloud</td>
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<td></td>
<td>Integration.</td>
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<td>11:45–12:30</td>
<td><strong>Spotfire X: AI-powered, Search-driven insights for Everyone</strong></td>
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<td>The new TIBCO Spotfire A(X) Experience makes it fast and easy for everyone to</td>
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<td>benefit from data, whether they are just getting started with data analytics</td>
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<td>or an expert trying to develop deeper insights. It’s a fusion of agile,</td>
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<td>automated, and AI-driven analytics approaches along with native real-time</td>
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<td>awareness capabilities. Now anyone can seize new business opportunities and</td>
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<td>avoid risks with unmatched speed and flexibility using insights generated</td>
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<td>by Spotfire analytics on every kind of data. Come and learn all about Spotfire.</td>
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<td>11:45–12:30</td>
<td><strong>The New TIBCO ActiveSpaces: Powering Innovation for Digital</strong></td>
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<td>Transformation</td>
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<td>Digital business requires instantaneous access to your data. Come here about</td>
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<td>TIBCO ActiveSpaces 4.0, that provides in-memory data distribution, replication</td>
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<td>and access for all digital business needs.</td>
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<td>11:45–12:30</td>
<td><strong>Data Science: Collaborate, Operationalize, and Scale Across the</strong></td>
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<td>Most organizations are keenly aware that analytics is the fuel for a</td>
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<td>successful digital transformation. So, given that organizations have access to</td>
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<td>voluminous amounts of data and a plethora of algorithms, is there a secret</td>
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<td>ingredient that most are missing? To deliver predictive insights, companies</td>
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<td>need to increase focus on the deployment, management, and monitoring of</td>
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<td>analytic models. To monetize and realize the value of data science,</td>
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<td>organizations need to focus on production refinement. This is the secret</td>
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<td>ingredient leading to competitive advantage.</td>
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Modern enterprises are required to execute with speed to embrace new business and technology opportunities. However, integration challenges can slow them down due to increasing data silos, ever evolving technologies and lack of skills and resources. Key to resolving this and instead using it to the advantage of the business is to adapt an agile, flexible and powerful API-led iPaaS solution. Market leaders for iPaaS, Hybrid Integration Platform and API Management - TIBCO Cloud Integration and TIBCO Cloud Mashery allow rapid design and prototyping, robust development and runtime environments and API-product focused governance capabilities in a seamless unified user experience. Come learn how you can use this to help transform your Apps and API landscape.

Spotfire X: Simplify and Accelerate your Data Experience
Data is why analytics exists. But data is messy and exists in siloed places. The new TIBCO Spotfire X is simplifying and accelerating how you can harness and wrangle all your data and use it for generating actionable insights. Spotfire analytics makes it easy to connect, combine, and visualize data from files, relational and NoSQL databases, OLAP, Hadoop, and web services—and also from cloud applications like Google Analytics and Salesforce.com. Finally, analysts can spend more time analyzing the data because they are spending less time preparing it! Come and learn how we are making this possible.

TIBCO Messaging: Leveraging the Past to Build your Future
Come hear about TIBCO Enterprise Message Service™, TIBCO FTL®, TIBCO eFTL™ and how we are leveraging open source technologies like MQTT and Apache Kafka to provide the most comprehensive and flexible communications platform designed to empower your future development.

Data Science: What’s New and What’s Next
To infuse predictive insights throughout an organization, data scientists need tools that support the entire end-to-end analytic lifecycle—from data access and preparation, to feature engineering, model development, deployment, and monitoring in a variety of environments, including business user applications and dashboards as well as real time streaming applications. Join this session to see how TIBCO’s Data Science portfolio allows you to simplify, collaborate, and scale machine learning while providing flexibility, extensibility, and governance.

13:30–14:15  
**TIBCO Cloud Integration and TIBCO Cloud Mashery: Leveraging API-led iPaaS**
Modern enterprises are required to execute with speed to embrace new business and technology opportunities. However, integration challenges can slow them down due to increasing data silos, ever evolving technologies and lack of skills and resources. Key to resolving this and instead using it to the advantage of the business is to adapt an agile, flexible and powerful API-led iPaaS solution. Market leaders for iPaaS, Hybrid Integration Platform and API Management - TIBCO Cloud Integration and TIBCO Cloud Mashery allow rapid design and prototyping, robust development and runtime environments and API-product focused governance capabilities in a seamless unified user experience. Come learn how you can use this to help transform your Apps and API landscape.

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13:30–15:30  
**TIBCO Data Science**
*Hands-on Lab • More info to come

**Managing data assets with TIBCO EBX™**
*Hands-on Lab • More info to come
**Singapore 2019 • Breakout Schedule**

**TIBCO Cloud Mashery: Evolving to Cloud-native API Management**
Digital businesses require agile and scalable architectures to move past the competition. API-led development enables this agility and scalability, and the added benefits of cloud-native API Management with Mashery takes your enterprise platform to a whole new level. Learn how your API program can be supercharged with containerized microservices through cloud-native API management.

**TIBCO Spotfire: Overview and Direction**
TIBCO Spotfire analytics is a pioneering and innovative solution for easy-to-use visual analytics and data discovery. In this session, you will learn about the strong foundation we have built, and the exciting direction that Spotfire is headed, including our plans for continued innovation with new visualizations, smart recommendations, and actions. We will also share our view on how data preparation and predictive analytics can be blended into the data discovery environment instead of forcing business users to always prepare data outside of the analysis.

**Event Processing and Kafka: Real-time Decisions**
The businesses that have a distinctive advantage in today’s environment, is those that are able to more quickly turn data into action. In this session we will explore key technologies that are helping organizations take instant action from their data, event processing technology and Apache Kafka.

**TIBCO Data Virtualization: What, Why, and What’s to Come**
TIBCO Data Virtualization provides analysts and applications with easy, governed access to the widest range of data sources, including enterprise, cloud, device data, and more. It transforms data from source structures and syntax into business-friendly formats and terminology, and then delivers it to analysts and applications whenever needed. Attend this session to learn how TIBCO Data Virtualization overcomes today’s sophisticated data challenges quickly and cost-effectively, is advancing to meet tomorrow’s opportunities and needs, and helps enterprises like yours prosper in the age of digital disruption. Preview what’s to come.

**Manage and secure your APIs with TIBCO Mashery® Local 5**
*Hands-on Lab • More info to come*

**14:30–15:15**

**TIBCO Cloud Mashery: Evolving to Cloud-native API Management**

**15:30–17:30**

**Hands-on Lab • More info to come**

**4 April Thursday**
TIBCO BusinessWorks: Migrating from ESB to Microservices and Cloud for your App & Data Integration architecture
For more than a decade, TIBCO BusinessWorks has powered mission-critical systems for all of the world’s leading businesses. As these businesses look to adopt multi-cloud for the benefits of speed, time and cost, they want to continue leveraging the powerful capabilities of TIBCO BusinessWorks while building net new applications to address modern application and data integration requirements. Come join this session as we discuss how you can reuse your TIBCO BusinessWorks projects and migrate them to a cloud-native and container-friendly environment while applying the best practices from a DevOps and Microservices development perspective. We will demonstrate and discuss a variety of topics including pros/cons and lessons learned during migration, how/when/what to migrate, new product capabilities around process monitoring, advanced logging and open-tracing and resources to help you accelerate on this journey.

Embedded BI + Data Science: Get your data Science Findings into the Hands of the Business
It’s one thing to surface incredible insights within a small group of data scientists. But how do you get those insights into the hands of the business so that users can make better decisions? Data science is about revealing unknowns in data, predicting what’s going to happen in the future, and prescribing actions. Embedded BI is about centralized, governed distribution of information through applications. Together, you have a solution to distribute the output of your analytic and machine learning models—represented as beautiful reports and dashboards embedded in the applications that workers already use to take action.

TIBCO Cloud Events: The Future of Event Processing
TIBCO continues to drive innovation in the area of event process. TIBCO Cloud Events provides customers with exciting new tools and flexibility of where you run your event processing. Come join the discussion to understand all the new capabilities TIBCO is offering in the event processing arena and get an understanding of where we are heading.

TIBCO EBX: Is Data Governance Holding Back Your Organization?
Is the lack of data governance holding back your organization from becoming insight-driven? In recent years, you have empowered teams with easy-to-use analytics tools so they can generate insights. And as analytics has become more strategic to your mission, you are making more data sources available to enrich insights and generate new ideas. But data access without governance can be a costly mistake. Attend this session to see how you can use TIBCO EBX to infuse more robust data governance into TIBCO BusinessEvents, TIBCO Data Virtualization, and TIBCO Spotfire for data-driven insights and decisions you can trust and, more importantly, back them with lineage and traceability.
Flogo: Applying Machine Learning to Real-time Event Streams

AI & ML is eating traditional software, as we know it...The reality is, applications need to shift from traditional procedural logic, to more predictive and prescriptive logic via ML. In this session, discover how Project Flogo enables you to build modern & efficient event-driven applications designed to process & consume massive data streams from multiple channels, such as Kafka, MQTT, FTL, EMS, etc while applying Machine Learning algorithms to the real-time event stream. We’ll explore a concrete example by applying Google Tensorflow models to time-series data that can then be deployed to modern, cloud native infrastructure.

Data as a Feature: Build Answer-generating Apps with UX-driven Development

To be successful, applications need great user experiences. According to Forrester, better UX design can yield conversion rates up to 400%. But impressive UX isn’t always enough to win new users or keep them from jumping ship. The best applications—the ones that stick—help users realize the full potential of their data. In this session, we explore a project where data and UX help users achieve their most critical goals. Learn the end-to-end process for designing and developing data-as-a-feature applications, see live demos of user workflows that result in data-driven action, get access to workshops and tutorials with best practices for treating data as a feature.

Low Code and Process Automation: Build Smart Apps and Digitize Processes

Low-code development is gaining momentum as a way to accelerate digital transformation. This session explains what low-code application development is, why you should care, and how TIBCO will help you drive ROI in days. A live demo shows how to easily empower business users to deliver applications that solve business problems; turn ideas into fully functional applications in minutes; and seamlessly connect, extend, and enhance cloud or on-premises systems with new functionality.

Streaming Analytics: Operationalizing Business Insights

Attend this session to get an introduction to TIBCO Streaming, an industry-leading real-time streaming analytics platform for applying mathematical and relational processing to real-time data streams. Learn how algorithm-driven businesses don’t just find insights but operationalize and act on them, maximizing their impact on revenue. You’ll also get a sneak peek into what the future holds for TIBCO Streaming.

and more sessions to come!
**Hands-on Labs:**
During two-hour labs, experts lead you through discovering products and creating solutions. Explore how to use TIBCO Cloud™ solutions for your modern integration architecture. Empower citizen data scientists and business users with analytics and much more. Arrive early to your desired session, as seating is limited. Times and room locations will be available in early March.

**TIBCO Certification**
The TIBCO Certification Professional program is designed for system integrators, developers, and other IT professionals. Your TIBCO certification:
• Shows proficiency in TIBCO products, increasing your and/or your company’s value to employers and customers
• Improves the quality and consistency of your TIBCO implementations
• Serves to create TIBCO technology evangelists who build more powerful and robust solutions
• With the TIBCO Certification logo, enhances online profiles, email signatures, and website
• A $300 value, free exams are offered at TIBCO NOW. Availability is limited.

**Certification Exams Offered**
• TCP-BWCE: TIBCO BusinessWorks™ Container Edition 2.x Certification Exam
• TCP-BW6: TIBCO BusinessWorks™ 6 Certification Exam
• TCP-BPM4: TIBCO ActiveMatrix® BPM 4.x Solution Developer Certification Exam
• TCP-EMS8: TIBCO Enterprise Message Service™ 8 Certification Exam
• TCP-BE5: TIBCO BusinessEvents® 5 Certification Exam
• TCP-SP7: TIBCO Spotfire® for Analysts Certification Exam
• TCP-JS7: TIBCO Jaspersoft® 7 Certification Exam

**Exam Registration**
After you register for TIBCO NOW Singapore, email certification@tibco.com with your registration confirmation number and the exam you want to take at the Singapore event. We will review your request and provide the times your selection(s) are available.