



INNOVATION
EVERYWHERE

TIBCO[®] NOW[™]

GLOBAL TOUR | APRIL 3-4, 2019

Marina Bay Sands, Singapore

WEDNESDAY, APRIL 3



THURSDAY, APRIL 4



KEYNOTES

MONTGOMERY A. HONG

CIO
Telkomsel



VIVEK PUTHUCODE

General Manager Commercial
Partner Asia Pacific
Microsoft



DAVID GLEDHILL

Group Chief Information Officer
DBS Bank



MURRAY RODE

Chief Executive Officer
TIBCO Software Inc.



CHWEE CHUA

Global Cognitive Science & Automation
Schroders



MATT QUINN

Executive Vice President, Products &
Technology, and COO
TIBCO Software Inc.



CHUU YI LOH

Director of the Centre for Industry &
Lifelong Learning
Nanyang Polytechnic



THOMAS BEEN

Chief Marketing Officer
TIBCO Software Inc.



JANA MARLE-ZIZKOVA

Co-founder & CEO/MD
Meiro.io, Shelovesdata



NELSON PETRACEK

Chief Technology Officer
TIBCO Software Inc.



SIEW CHOO SOH

Head of Consumer Banking & Big
Data Analytics Technology
DBS Bank



SESSIONS

WEDNESDAY | APRIL 3, 2019

9:30-10:15 | CASSIA JUNIOR 3212 | AUGMENT INTELLIGENCE

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 helps you overcome these silos with a single, innovative solution to manage, govern, and consume all shared data assets for accurate views of the business across functions and trusted data-driven insights and decisions.

SPEAKER

Theo Le Corre, TIBCO Software, *Presales Consultant*

9:30-10:15 | CASSIA JUNIOR 3312 | ACCELERATE INNOVATION

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.

SPEAKER

Nelson Petracek, TIBCO Software, *Chief Technology Officer*

9:30-10:15 | BEGONIA JUNIOR 3012 | ACCELERATE INNOVATION

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, have 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.

SPEAKER

Michael O'Connell, TIBCO Software, *Chief Analytics Officer*

9:30-10:15 | BEGONIA JUNIOR 3112 | ACCELERATE INNOVATION

Innovation in Banking: Drivers of Disruption

In 2019, banks are betting big on the new technologies of Machine Learning (ML) and Artificial Intelligence (AI). 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 through better 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.

SPEAKERS

Robert Merlice, TIBCO Software, *Chief Technology Officer, Asia*

David Lam, CMBI, *Head of Development, IT Department*

9:30-12:15 | HELICONIA JUNIOR 3411 | INTERCONNECT EVERYTHING

Hands-on Lab: Integration and API Management using TIBCO Cloud Integration (TCI)

Connect multiple data sources using TIBCO Cloud Integration, the iPaaS for business users and developers. Build query and event-based integrations. Add the Mashery API management to request-reply messaging to enhance security and speed development. You'll also learn about the platform architecture, and how to leverage and extend its capabilities.

9:30-12:15 | HELICONIA JUNIOR 3412 | AUGMENT INTELLIGENCE

Hands-on Lab: F1 Telemetry with TIBCO Spotfire Data Streams

Spotfire Data Streams continually pushes new data to Spotfire dashboards for real-time analysis. Build interactive dashboards with real-time Formula 1 data. Collect F1 car data and display track position, speed, engine temperature, and other parameters.

10:00-12:00 | HELICONIA JUNIOR 3513

TIBCO NOW Partner Summit Singapore

TIBCO partners, come to this partners-only summit, to learn about the new TIBCO Partner Program; the TIBCO product line, growth, and industry leadership; unique opportunities for partners in the APJ region; how our products are winning accolades from analysts and journalists; and TIBCO's cloud strategy, including products, sales plays, and how to make money from the cloud.

SPEAKERS

Murray Rode, TIBCO Software, *CEO*

Thomas Been, TIBCO Software, *CMO*

Steve Hurn, TIBCO Software, *EVP, Global Sales*

Jason Johns, TIBCO Software, *VP Alliances-Channel Vision*

Gaurav Dhall, TIBCO Software, *VP APJ Channels*

JF Roy, TIBCO Software, *VP Technology Alliances & Strategic Operations*

Natascha Lee, TIBCO Software, *Director of Channels Marketing*

10:30-11:15 | CASSIA JUNIOR 3312 | **AUGMENT INTELLIGENCE**

Data Science: Collaborate, Operationalize, and Scale Across the Organization

Most organizations are keenly aware that analytics is the fuel for a successful digital transformation. So, given that organizations have access to voluminous amounts of data and a plethora of algorithms, is there a secret ingredient that most are missing? To deliver predictive insights, companies need to increase focus on the deployment, management, and monitoring of analytic models. To monetize and realize the value of data science, organizations need to focus on production refinement. This is the secret ingredient leading to competitive advantage.

SPEAKERS

David Sweeney, TIBCO Software, *Global Marketing Leader, Advanced Analytics*

Danny Stout, TIBCO Software, *Sr. Solutions Consultant*

10:30-11:15 | BEGONIA JUNIOR 3012 | **ACCELERATE INNOVATION**

TIBCO LABS: Innovate Together

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

SPEAKER

Nelson Petracek, TIBCO Software, *Chief Technology Officer*

10:30-11:15 | BEGONIA JUNIOR 3112 | **ACCELERATE INNOVATION**

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 improvements has been on digital marketing, but while important, it's often overlooked or not integrated. This session will cover how to improve the customer experience through optimized operations and how one of our valued customers does this.

SPEAKERS

Robert Merlicek, TIBCO Software, *Chief Technology Officer, Asia*

Lionel Louie, CargoSmart, *Chief Commercial Officer*

10:30-11:15 | CASSIA JUNIOR 3212 | **ACCELERATE INNOVATION**

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 the IoT. Attend this session to learn about current trends in IoT and how TIBCO LABS is innovating at the edge.

SPEAKERS

Sahaj Sharma, TIBCO Software, *Solutions Architect*

Alan Lee, TIBCO Software, *Solutions Architect*

11:30-12:15 | CASSIA JUNIOR 3312 | [AUGMENT INTELLIGENCE](#)

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, you get them data they want, the way they want it, when they want it, and how they want it. Analysts can spend more analyzing data, less time searching for it, leading to faster insight discovery and better business decisions.

SPEAKER

Stephen Archut, TIBCO Software, *Sr. Product Marketing Manager*

11:30-12:15 | BEGONIA JUNIOR 3012 | [ACCELERATE INNOVATION](#)

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 can make the shift to building modern, event-driven applications with the TIBCO Flogo engine while embracing cloud-native deployment models: containers with Kubernetes and serverless compute with AWS Lambda. We'll also dive deep into the core facets of modern application architectures: event-driven processing paradigms (streaming, contextual rules, and integration), and machine learning resources and deployment standpoint.

SPEAKER

Matt Ellis, TIBCO Software, *Director, Product Management*

11:30-12:15 | CASSIA JUNIOR 3212 | [ACCELERATE INNOVATION](#)

Innovation: Trends for Innovative Companies

Strategies and technologies that companies and their executives are using to drive innovation are critical components for staying competitive. TIBCO has recently completed CxO innovation research and identified the disruptive trends that smart companies are using to stay in the lead. Join this session to learn about highlights of the research and how companies are driving innovation in today's competitive digitally transforming world.

SPEAKER

Shawn Rogers, TIBCO Software, *Sr. Director, Strategy*

11:30-12:15 | BEGONIA JUNIOR 3112 | [ACCELERATE INNOVATION](#)

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.

SPEAKERS

San Zaw, TIBCO Software, *Head of Solution Consulting*
Byunghui Yoo, Air Liquide, *Analyst*

12:45-13:05 | TECH HUB THEATRE | PT PHINCON

Introduction to PhinCon

For over 20 years, as a group of companies, Phintraco has been supporting and providing its customers with world-class leading edge solutions. Deliver solutions and services that help customers accelerate their business growth.

SPEAKER

Kong Nam Liew, PT Phincon, *Director*

13:15-14:00 | CASSIA JUNIOR 3312 | [AUGMENT INTELLIGENCE](#)

SnappyData: Introducing the Apache Spark-based Data and Analytics Engine

SnappyData was recently acquired by TIBCO and will complement the TIBCO® Connected Intelligence platform with an Apache Spark-based data and analytics engine that enhances analytics, data science, streaming, and data management for various use cases requiring speed, volume, and agility. SnappyData leverages the popularity of Apache Spark and Apache Spark Streaming by fusing the Apache Spark stack with Apache Geode, a distributed in-memory database. The net effect of this approach is increased performance up to twenty times faster than native Apache Spark while scaling to support large Apache Spark-compatible stores. Come to this session to see how SnappyData will offer simplified, agile, live analytics on data in motion and at rest to propel companies in their digital business initiatives.

SPEAKER

Jags Ramnarayan, TIBCO Software, *Sr. Director, SnappyData*

13:15-14:00 | BEGONIA JUNIOR 3012 | [INTERCONNECT EVERYTHING](#)

Microsoft: Containers as an Innovation Strategy

Containers are a key strategy in moving to the cloud. This talk will describe how Microsoft thinks about containers; its managed Kubernetes service, AKS; and the innovation and flexibility enabled by embracing a container strategy.

SPEAKER

Ujwal Kumar, Microsoft, *Cloud Solution Architect*

13:15-14:00 | CASSIA JUNIOR 3212 | [INTERCONNECT EVERYTHING](#)

Infosys: Legacy Modernization with TIBCO: Best Practices

How Infosys leverages TIBCO technologies to modernize the core and amplify the customer experience.

SPEAKERS

Susanto Kumear De, Infosys, *Sr. Practice Engagement Manager*

Haydn Silveira, Infosys, *Sr. Technology Architect*

13:15-14:00 | BEGONIA JUNIOR 3112 | [INTERCONNECT EVERYTHING](#)

Cognizant: Building Digital Innovation at Scale with Speed-to-Market for a Top Global Consumer Goods Organization

Listen to the success story of how Cognizant and TIBCO helped build digital experience for one of the top global toy manufacturer, where microservices were built to scale and speed-to-market, APIs to connect Enterprise and Cloud securely, brought Enterprise DevOps practices, powered by Cognizant's Apollo Accelerator Platform.

SPEAKER

Karthikeyan Ramachandran, Cognizant, *Principal Architect*

13:15-15:15 | HELICONIA JUNIOR 3411 | [ACCELERATE INNOVATION](#)

Hands-on Lab: Building Blockchain Smart Contracts with Project Dovetail

Welcome to Project Dovetail™ by TIBCO LABS™, the place to actively participate in TIBCO's innovation. In this hands-on lab, you will design, develop, and model your smart contracts with a graphical interface, and seamlessly deploy them into a blockchain stack.

13:15-15:15 | HELICONIA JUNIOR 3412 | [INTERCONNECT EVERYTHING](#)

Hands-on Lab: Real-time Image Classification with Project Flogo and TensorFlow

Project Flogo is an ultra-light, Go-based open source ecosystem for building event-driven apps. In this hands-on lab you will use the zero-coding Flogo environment to call into a native machine learning library for real-time model inferencing.

14:15-15:00 | BEGONIA JUNIOR 3012 | [ACCELERATE INNOVATION](#)

Cyberlogitec: IoT based Terminal Automation of DP World with TIBCO Streaming and TIBCO ActiveSpaces

Maritime, Port and Logistics industry has experienced a rising importance in big data handling and application of IoT technology within the business. As business operations are tightly integrated across the industry, accurate and rapid data processing/management play a significant role in the application of ICT technology in the age of industry 4.0. Maritime, Port and Logistics solution provider, Cyberlogitec has implemented TIBCO Streaming and TIBCO ActiveSpaces for their IoT platform called EagleEye, which is not only a terminal asset and container monitoring/tracking system but is also a process automation system supporting security/safety management. This session will provide the background, digital challenges, Eagle Eye solution and customer benefits in real world, DP World, saying "Eagle Eye changes behavior and thinking from reactive to proactive".

SPEAKER

Hyunpil Kang, Cyberlogitec, *Team Leader, Terminal Automation Team of CLT*

14:15-15:00 | CASSIA JUNIOR 3212 | [AUGMENT INTELLIGENCE](#)

Bigmate: Leveraging a Single Dashboard and Reporting Solution across Video Analytics, IoT, and Legacy Systems

IoT has contributed to the rapid growth in data for solving problems, even those that were previously out of reach. Using TIBCO Jaspersoft, Bigmate explains how it supported both legacy and new platforms to enable IoT data presentation and delivery of messages to operations, management, and executives. The single-pane-of-glass solution incorporates its low latency Worry video safety system and all IoT sensors.

SPEAKERS

Brett Orr, Bigmate, *General Manager*

Peter Girgis, Bigmate, *Chief Technology Officer*

14:15-15:00 | BEGONIA JUNIOR 3112 | [AUGMENT INTELLIGENCE](#)

Boehringer: Spotfire Visualization For Animal Health

Animal health has a huge impact on animal welfare and the 3R's. If there is a larger colony it is difficult to really overlook all the given parameters that are involved in respect to animal health. We designed a database system and a "at a glance" visualization tool using Spotfire to analyze huge datasets and find animals where a deeper look into the data is needed. We will present how Spotfire can be used uniquely in the pharmaceutical industry to improve animal welfare.

SPEAKER

Michael Markert, Boehringer, *Senior Principal Scientist*

14:15-15:00 | CASSIA JUNIOR 3312 | [AUGMENT INTELLIGENCE](#)

KBTG: Simplifying Complex Information Requirements and Accelerating Time to Market with Data Virtualization

KBTG became one of the early Data Virtualization technology adopters because we came to realize that the ever changing information requirements in an environment of ever increasing data volumes and complexity was going to be a challenge that could not be overcome by our traditional data warehouse. Data virtualization provides a range of flexible data integration techniques that allows us to be able to deploy information services quickly, as well as providing us with the ability to leverage a variety of database technology to stay ahead of the curve.

SPEAKER

Tul Roteseree, KBTG, *Deputy Managing Director*

17:20-17:40 | TECH HUB THEATRE | CIPL

Indian Railway Driving through TIBCO Integration

The Indian Railways, largest Railway networks in the world, is divided into 16 Zonal Railways, 68 Divisions and further into 600+ lobbies.

The objective of this project is to deploy an enterprise wide ESB platform to integrate the existing systems to assist all divisions and zones of Indian Railways in making efficient communication.

SPEAKERS

Ruchi Panwar, CIPL, *Head of Quality, Compliance & Business Excellence*

Balibada Sandeep Kumar patnaik, CIPL, *Senior Technical Consultant*

18:20-18:40 | TECH HUB THEATRE | HCL

Scaling Digital—Moving from Strategy to Execution

Achieving enterprise scale digital transformation needs Organizational and culture change in many aspects. An enterprise must rewire their DNA to become Experience Centric, Agile & Lean while creating a digital ecosystem. Truly Digital enterprises transcend business and technology boundaries to evolve a BizDevOps Culture.

SPEAKER

Sateesh Theetha, HCL, *General Manager*

THURSDAY | APRIL 4, 2019

11:45-12:30 | BEGONIA JUNIOR 3112 | [INTERCONNECT EVERYTHING](#)

The New TIBCO ActiveSpaces: Powering Innovation for Digital Transformation

Digital business requires instantaneous access to your data. Come hear about TIBCO ActiveSpaces 4.0, that provides in-memory data distribution, replication, and access for all digital business needs.

SPEAKER

Bobby Liao, TIBCO Software, *Director, Product Management*

11:45-12:30 | BEGONIA JUNIOR 3012 | [INTERCONNECT EVERYTHING](#)

TIBCO Cloud Integration: What's Next for TIBCO BusinessWorks, TIBCO Flogo and TIBCO Scribe

TIBCO leads the pack in Application and Data Integration through three key capabilities: Connect, Integrate and Develop. TIBCO Cloud Integration - Connect (formally Scribe) empowers business users to connect SaaS applications quickly and easily in the cloud. TIBCO BusinessWorks (Integrate) provides the best-in-class capabilities for enterprise integration patterns for on-premises and multi-cloud deployments. And TIBCO Flogo (Develop) allows developers to build event-driven microservices and serverless functions for modern use-cases. All of these capabilities are provided in a single, unified product. This session will provide an overview on how these capabilities come together, how customers are using it, how you can be successful using them, and what's coming next for TIBCO Cloud Integration.

SPEAKERS

Rahul Kamdar, TIBCO Software, *Director, Product Management*

Todd Bailey, TIBCO Software, *Director, Product Management*

11:45-12:30 | CASSIA JUNIOR 3212 | [AUGMENT INTELLIGENCE](#)

Spotfire X: AI-Powered, Search-driven Insights for Everyone

The new TIBCO Spotfire® A(X) Experience makes it fast and easy for everyone to benefit from data, whether they are just getting started with data analytics or an expert trying to develop deeper insights. It's a fusion of agile, automated, and AI-driven analytics approaches along with native real-time awareness capabilities. Now anyone can seize new business opportunities and avoid risks with unmatched speed and flexibility using insights generated by Spotfire analytics on every kind of data. Come and learn all about Spotfire.

SPEAKERS

Niklas Amberntsson, TIBCO Software, *Sr. Product Manager*

Bipin Singh, TIBCO Software, *Director, Product Marketing*

11:45-12:30 | CASSIA JUNIOR 3312 | [AUGMENT INTELLIGENCE](#)

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 environments, including business user applications, dashboards, and 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.

SPEAKER

Lou Bajuk, TIBCO Software, *Sr. Director, Product Management*

13:10–13:30 | TECH HUB THEATRE | TIBCO SOFTWARE

Realtime Data Integration with TIBCO Flogo and Kafka

Stuck using archaic ETL tools? Learn how you can build modern real-time data integration with Project Flogo and Kafka

13:30–14:15 | BEGONIA JUNIOR 3112 | [INTERCONNECT EVERYTHING](#)
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.

SPEAKER

Bobby Liao, TIBCO Software, *Director, Product Management*

13:30–14:15 | CASSIA JUNIOR 3312 | [AUGMENT INTELLIGENCE](#)

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.

SPEAKERS

Stephen Archut, TIBCO Software, *Sr. Product Marketing Manager*

Manish Patel, TIBCO Software, *Sr. Product Manager*

13:30–14:15 | CASSIA JUNIOR 3212 | [AUGMENT INTELLIGENCE](#)

Spotfire X: Simplify and Accelerate your Data Experience

Data is why analytics exists. But data is messy and hard to access from discrete silos. The new TIBCO Spotfire® X simplifies and accelerates harnessing and wrangling data so you can use it for generating actionable insights. Spotfire analytics makes it easy to connect, combine, and visualize data from files and relational and NoSQL databases, OLAP, Hadoop, and web services—as well as 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.

SPEAKERS

Thomas Blomberg, TIBCO Software, *Sr. Product Manager*

Anna Lundberg, TIBCO Software, *Director Engineering*

13:30–14:15 | BEGONIA JUNIOR 3012 | [INTERCONNECT EVERYTHING](#)

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 slow them down due to increasing data silos, evolving technologies, and lack of skills/resources. Key to resolving these challenges, and instead using them to your advantage, is an agile, flexible and powerful API-led integration solution. Market leader in iPaaS, hybrid integration platforms, and API Management, TIBCO Cloud Integration and TIBCO Cloud Mashery provide rapid design and prototyping, robust development and runtime environments, and API-product focused governance capabilities in a seamless unified user experience. Learn how you can use this solution to help transform your apps and API landscape.

SPEAKERS

Rahul Kamdar, TIBCO Software, *Director, Product Management*

Scott Farnsworth, TIBCO Software, *Sr. Product Manager*

13:30–15:30 | HELICONIA JUNIOR 3411 | [AUGMENT INTELLIGENCE](#)

Hands-on Lab: Smarter Engagement with Retail Customers using TIBCO Data Science

Advanced analytics is a team sport. Data scientists, citizen data scientists, business users, and developers need flexible and extensible tools that promote collaboration, automation, and reuse of analytic workflows. Algorithms are only one piece of the advanced analytic puzzle. Join us for a hands-on session to learn how a telecom retailer infuses data science and machine learning in multiple customer touchpoints to match relevant product offers with the most likely customers to purchase. We will cover real-time dashboard analysis, predictive model development, deployment, and integration, as well as model re-basing for closed loop learning.

13:30–16:30 | HELICONIA JUNIOR 3412 | [AUGMENT INTELLIGENCE](#)

Hands-on Lab: Managing Data Assets with TIBCO EBX

EBX master data management is an all-in-one solution for managing your key enterprise data assets—master data, reference data, and metadata. In this hands-on lab, you will start with a set of data sources that contain duplicate data. With this data in hand, you will use EBX to build a Party Master and create golden records, set up a reference data hub, establish governance workflows, and develop interfaces, hierarchies, and views for your user community. This session will wrap with demos on how EBX can support (and is supported by) other TIBCO products such as Spotfire, TIBCO Data Virtualization, and TIBCO integration products.

14:30–15:15 | BEGONIA JUNIOR 3012 | [INTERCONNECT EVERYTHING](#)

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.

SPEAKERS

Derek Birdsong, TIBCO Software, *Product Marketing Manager*

Raji Narayanan, TIBCO Software, *Director, Product Management*

14:30–15:15 | BEGONIA JUNIOR 3112 | [INTERCONNECT EVERYTHING](#)

Event Processing and Kafka: Real-time Decisions

The businesses that have a distinctive advantage in today's environment are those able to more quickly turn data into action. In this session we will explore key technologies that are helping organizations take instant action based on data, event processing technology, and Apache Kafka.

SPEAKERS

Kevin Bohan, TIBCO Software, *Director, Product Marketing*

Bobby Liao, TIBCO Software, *Director, Product Management*

14:30–15:15 | CASSIA JUNIOR 3212 | [AUGMENT INTELLIGENCE](#)

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.

SPEAKER

Tobias Lehtipalo, TIBCO Software, *Sr. Director, Product Management*

14:30–15:15 | CASSIA JUNIOR 3312 | [AUGMENT INTELLIGENCE](#)

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.

SPEAKERS

Stephen Archut, TIBCO Software, *Sr. Product Marketing Manager*

Jason Tirt, TIBCO Software, *Sr. Product Manager*

15:20–15:40 | TECH HUB THEATRE | TIBCO SOFTWARE

Visual Streaming Analytics for Everyone and Expanding Integration with Analytic Platforms

Spotfire X lets you connect to streaming data and combine it with data at rest in a few clicks. This session demonstrates how you can do this yourself, bringing the real-time advantage to your BI dashboards and applications. We will also introduce the latest analytic platforms and storage solutions that has joined the Spotfire partner eco system.

SPEAKER

Thomas Blomberg, TIBCO Software, *Sr. Product Manager*

Niklas Amberntsson, TIBCO Software, *Sr. Product Manager*

15:30-17:30 | HELICONIA JUNIOR 3411 | [INTERCONNECT EVERYTHING](#)

Hands-on Lab: Manage and Secure your APIs with TIBCO Mashery Local 5

Cloud-native Mashery API management leverages Docker and Kubernetes to provide first-class support for DevOps integration, highly responsive orchestration, and the flexibility to deploy on-premises or to the cloud platform of choice. Join our hands-on lab to learn more about what it means to be cloud-native, and to step through the process of deploying Mashery to a Docker cluster in the cloud via Kubernetes.

15:45-16:30 | BEGONIA JUNIOR 3112 | [INTERCONNECT EVERYTHING](#)

TIBCO Cloud Events: The Future of Event Processing

TIBCO continues to drive innovation in the area of event processing. TIBCO Cloud Events provides customers with exciting new tools and new flexibility for 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.

SPEAKER

Kritika Balagurunathan, TIBCO Software, *Director, Product Management*

15:45-16:30 | BEGONIA JUNIOR 3012 | [INTERCONNECT EVERYTHING](#)

TIBCO BusinessWorks: Migrating from ESB to Microservices and Cloud for your App & Data Integration

For more than a decade, TIBCO BusinessWorks has been powering mission-critical systems for the world's leading businesses. As organizations look to adopt multiple cloud platforms for the benefits of time and cost, they can continue leveraging the powerful capabilities of TIBCO BusinessWorks to address modern integration requirements. See how you can reuse your TIBCO BusinessWorks projects and migrate them to a cloud-native and container friendly environment while applying DevOps and microservices development best practices. We will demonstrate and discuss a variety of topics including how/when/what/why to migrate, and new product capabilities, including process monitoring, advanced logging, and open-tracing.

SPEAKERS

Vineet Agarwal, TIBCO Software, *Product Manager*

Rishikesh Palve, TIBCO Software, *Product Manager*

15:45-16:30 | CASSIA JUNIOR 3212 | [AUGMENT INTELLIGENCE](#)

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.

SPEAKERS

Abhishek Nishit, TIBCO Software, *Product Manager*

Shane Swiderek, TIBCO Software, *Product Marketing Manager*

15:45-16:30 | CASSIA JUNIOR 3312 | [AUGMENT INTELLIGENCE](#)

TIBCO EBX: Better Data Management Means Better Analytics

Consistent dimensions, attributes, and hierarchies are required for high-quality analytics. Meeting this "conformed dimensions" challenge was easier in the days of centralized data warehouses. Today, with distributed and streaming data, data lakes, and more, organizations need comprehensive, centralized data management that spans Master Data Management, Reference Data Management, and Data Governance. In this session we'll show you why in a live demo featuring TIBCO EBX (formerly Orchestra Networks EBX) and analytical tools, like TIBCO Spotfire.

SPEAKER

Christophe Barriolade, TIBCO Software, *SVP, General Manager, EBX*

16:45-17:30 | BEGONIA JUNIOR 3012 | [INTERCONNECT EVERYTHING](#)

Flogo: Applying Machine Learning to Real-time Event Streams

AI & ML are 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 and efficient event-driven applications designed to process and consume massive data streams from multiple channels, such as Kafka, MQTT, TIBCO FTL, Enterprise Message Service™, and others, 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.

SPEAKERS

Matt Ellis, TIBCO Software, *Dr. Product Management*

Abram Van Der Geest, TIBCO Software, *Machine Learning Product Technologist*

16:45-17:30 | CASSIA JUNIOR 3312 | [ACCELERATE INNOVATION](#)

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 that are 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.

SPEAKERS

San Zaw, TIBCO Software, *Head of Solution Consulting*

Metra Utama, Telkomsel, *VP of IT Development*

16:45-17:30 | BEGONIA JUNIOR 3112 | [INTERCONNECT EVERYTHING](#)

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.

SPEAKER

Nicolas Marzin, TIBCO Software, *Sr. Director, Office of the CTO*

16:45-17:30 | CASSIA JUNIOR 3212 | [AUGMENT INTELLIGENCE](#)

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 of 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, and get access to workshops and tutorials with best practices for treating data as a feature.

SPEAKERS

Shane Swiderek, TIBCO Software, *Product Marketing Manager*

Abhishek Nishi, TIBCO Software, *Product Manager*

*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.



Singapore 2019 • Breakout Schedule

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