



INNOVATION
EVERYWHERE

TIBCO[®] NOW[™]

GLOBAL TOUR | 25-26 SEPTEMBER 2019

Hilton London Metropole

WEDNESDAY, 25 SEPTEMBER

7:00

8:00

Registration Open

8:00-19:00

9:00

10:00

**Breakout, Training, and
Certification Sessions**

9:30-12:00

Partner Summit

10:00-12:00

11:00

12:00

Lunch (*Technology Hub*)

12:00-13:30

13:00

14:00

Breakout, Training, and Certification Sessions

13:30-15:30

15:00

Break in Technology Hub

15:30-16:00

16:00

General Session

16:00-17:30

17:00

18:00

Welcome Reception

17:30-19:30

19:00

20:00

THURSDAY, 26 SEPTEMBER

	7:00
Registration Open 7:00–18:00	8:00
Breakfast <i>(Tech Hub)</i> 8:00–9:00	9:00
General Session 9:00–11:00	10:00
Break in Technology Hub 11:00–11:45	11:00
Breakout, Training, and Certification Sessions 11:45–12:30	12:00
Lunch <i>(Technology Hub)</i> 12:30–13:30	13:00
Breakout, Training, and Certification Sessions 13:30–15:15	14:00
Break in Technology Hub 15:15–15:45	15:00
Breakout, Training, and Certification Sessions 15:45–17:30	16:00
Happy Hour 17:30–19:00	17:00
	18:00
	19:00
	20:00

BREAKOUT SESSIONS

MORE TO COME

Sessions are 45 minutes each and will be broken into specific tracks that allow you to attend only those most relevant to your digital business needs.

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

TIBCO leads in application and data integration with three key capabilities that allow users to connect, integrate, and develop. TIBCO Scribe® (Connect) 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, TIBCO Cloud™ Integration. See how these capabilities come together through customer success stories and find out what's coming next for TIBCO Cloud Integration.

TIBCO Cloud Integration and TIBCO Cloud Mashery: Leveraging API-led iPaaS

Modern enterprises need to execute fast to seize business and technology opportunities. When integration challenges get in the way (data silos, evolving technologies, lack of skills and resources), breakthrough with an agile, flexible, and powerful API-led integration solution. Leaders in iPaaS, hybrid integration platforms, and API management, TIBCO Cloud Integration and TIBCO Cloud™ Mashery® allow rapid design and prototyping, robust development and runtime environments, and API focused governance in a seamless unified user experience. Learn how you can use these solutions to help transform your apps and API landscape.

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 to process and consume massive data streams from multiple channels, such as Kafka, MQTT, TIBCO FTL®, and others, while applying machine learning algorithms to the 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.

TIBCO Cloud Events: The Future of Event Processing

TIBCO continues to drive innovation in the area of event processing. TIBCO Cloud™ Events delivers exciting new tools and new flexibility for where you run event processing. Join the discussion to understand all the new capabilities we're offering and where we're heading.

TIBCO Messaging: Leveraging the Past to Build your Future

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 development.

Event Processing and Kafka: Real-time Decisions

Organizations that have distinct advantages in today's environment are those able to quickly leverage data and take action. In this session we will explore key technologies that are helping organizations take instant action using their data, event processing, and Apache Kafka.

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.

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 to make better decisions? Data science is about revealing unknowns in data, predicting what's going to happen, and prescribing action. 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.

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 algorithms, is there a secret ingredient that most are missing? To deliver predictive insights, organizations need to increase focus on the deployment, management, and monitoring of analytic models. To monetize and realize the value of data science, focus on production refinement. This is the secret ingredient leading to competitive advantage.

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 systems, cloud, devices, and more. It transforms data from source structures and syntax into business-friendly formats and terminology, and then delivers that data 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, advances to meet tomorrow's opportunities and needs, and helps enterprises like yours prosper in the age of digital disruption. Preview what's to come.

AI on Demand: Data Science in Operation

The ever-present need for business optimization, combined with a long history of applied statistics, explosive data growth, and cloud computing advances, have created a perfect environment for innovation. This presentation shows real-time AI in action, including case studies in recommender systems, anomaly detection, risk management, dynamic pricing, and customer engagement.

TIBCO EBX: Is Data Governance Holding Back Your Organization?

Is the lack of data governance holding you back from becoming insight-driven? In recent years, you have empowered teams with easy-to-use analytics 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 to infuse more robust data governance using TIBCO EBX™ with TIBCO Data Virtualization, TIBCO Spotfire, and TIBCO BusinessEvents. Learn how to attain data-driven insights and decisions you can trust, backed by lineage and traceability.

TIBCO EBX: A Holistic Data Asset Management Solution

Organizations 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, they must be managed in separate solutions, leading to higher cost, lower agility, and inconsistencies that can put you at risk. Attend this session to learn how TIBCO EBX helps you overcome this risk with a single, innovative solution to manage, govern, and consume all shared data assets for accurate views across the organization and data-driven insights and decisions that can be trusted.

TIBCO Flogo: Building Modern Applications

The application architecture landscape has shifted. Gone are the days when large, monolithic applications were acceptable. In this session, discover how you and your developers can make the shift to building modern, event-driven applications with Flogo and embrace cloud-native deployment models, such as containers with Kubernetes and serverless compute via AWS Lambda. We'll also dive deep into the core of modern application architectures: event-driven processing paradigms (streaming, contextual rules, and integration); Machine Learning; and resource and deployment efficiency.

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 IoT trends and how TIBCO LABS™ is innovating at the edge.

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 advance.

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

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

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

TIBCO 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.

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.

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 into 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 rebasing for closed loop learning.

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.

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.

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.

*Agenda and sessions subject to change.

CERTIFICATION

The TIBCO Certified Professional program is designed for system administrators, developers, and other IT professionals. Your TIBCO certification:

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

Exams

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 London, email certification@tibco.com with your registration confirmation number and the exam you want to take at the London event. We will review your request and provide the times your selection(s) are available.



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