

TIBCO® NOW™ 2017

SAN DIEGO Oct. 25-26

BREAKOUT SESSIONS

#TIBCONOW





Interconnect Everything Track

Core Integration Principals to Successfully Leverage Microservices

With application architecture evolving to leverage the benefits of a microservice architecture—and deploy them to containers, such as Docker, or to PaaS, such as Cloud Foundry—your integration needs to evolve, too. In this session, we will explore how you can bring the power of TIBCO BusinessWorks™ and DevOps practices to building cloud-native applications using TIBCO BusinessWorks™ Container Edition.

Reinventing Application Integration for the Digital World

Success in the digital economy requires a different approach to integration. Join us to hear more about the new features and functionality in TIBCO's flagship integration offering, TIBCO BusinessWorks. We'll cover the product strategy and provide insight into what's coming to the platform.

Integration and APIs, the Twin Pillars of Digital Transformation

New digital business models, open APIs, and flexible access to backend data are hallmarks of successful digital initiatives. APIs are also getting more sophisticated and increasingly incorporate more integration technology in their design. Come hear about how TIBCO integration and API Management products can be used together to help you on your digital journey.

Overview of TIBCO Mashery API Management Platform

Get an overview of the TIBCO Mashery® API Management platform, its product strategy and direction, and how it meets your needs over the full API lifecycle. Understand how Mashery can help you securely repurpose your existing data to implement your digital initiatives faster, manage your API portfolio and community of users, and deploy a customized portal for others to access your APIs.

Overview of TIBCO Cloud Integration Strategic Direction

It's a cloudy world out there, and everyone is working in it. In this session we will cover why you need a cloud-based connectivity solution, the value you get from using one, and how TIBCO addresses these needs with TIBCO Cloud™ Integration. Join us to see how we are solving organizations' cloud integration needs with TIBCO Cloud Integration, and what the future holds for this space.

The Enabling Role of Data Distribution for the Digital Platform

To capitalize on opportunities from increasing data sources and data types, Digital Business requires increasing interconnections between applications, devices, and people. Success requires distributing and sharing data instantly and at web scale. Hear about the latest advancements for TIBCO's messaging and in-memory technologies that form the foundation of the digital platform.



Overview of Project Flogo and Strategic Direction for IoT Integration and Edge Applications

Get an overview of how open source Project Flogo[™] addresses the needs of the Internet of Things and microservices architectures by providing the lightest-weight cloud and edge-native integration technology. Learn about future direction for Flogo including in the context of IoT platforms, edge applications, containerization, serverless, and other technology trends.

Best Practices in Migrating from BusinessWorks 5 to a BusinessWorks 6 Hybrid Integration Platform

As businesses undergo a digital transformation, they demand agility and require applications to be deployed in a private, public, or hybrid cloud environment. Learn how you can take your existing BusinessWorks 5 applications and migrate and deploy them on-premises or to a cloud environment of choice.

What's Next for TIBCO BPM

Want to find out what is new for the TIBCO Business Process Platform? And more importantly, what is coming next for process and low code at TIBCO? Come to this session to learn about the direction and strategy for TIBCO ActiveMatrix[®] BPM and the TIBCO[®] Case Management Accelerator, and to see a preview of a brand new offering.

Transform at Digital Speed with TIBCO Cloud Live Apps

How can you modernize your application delivery strategy and infrastructure to address the increasing demands of the business? And how do you get ahead of customers' digital expectations? TIBCO new low-code offering helps you change the rules of business app delivery and transform at digital speed. Attend this live demo session to understand how TIBCO Cloud[™] Live Apps empowers citizen developers to quickly and easily create smart business apps in minutes and keep up with the incredible pace of change in the digital economy.

What's New with TIBCO Middleware Monitoring

Proactive performance monitoring of TIBCO integration platforms is the most effective way to avoid problems. Learn about how TIBCO[®] RTView[®] is constantly evolving to meet demand for consolidated visibility across the latest TIBCO technologies deployed in modern multi-cloud, PaaS, and hybrid environments.

Introduction to TIBCO Cloud

How can you modernize your application delivery strategy and infrastructure to address the increasing demands of the business? This session will highlight how TIBCO Cloud[™] will empower your application teams, lines of business, and departments to self service many of their needs, freeing you to focus on more strategic and complex business needs.



Augment Intelligence Track

Embedded Reporting and BI: The New Competitive Advantage for Software Makers

Business applications are in the midst of a major shift in how data is delivered to end-users. Almost all applications these days include some form of reporting and analytics. Attend this session to learn how TIBCO JasperSoft[®] helps you improve the value of your applications with embedded analytics.

Augment Intelligence with Spotfire: Overview & Roadmap

TIBCO Spotfire[®] is a pioneer and innovator in easy to use visual analytics and data discovery. In this session, you will learn about where TIBCO Spotfire is coming from, what we have done lately, and where we are heading. We will discuss our plans to continue to innovate with new visualizations and smart recommendations and actions. We will also share our thoughts 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.

TIBCO Insight Platform: Real-time Monitoring for IoT Use Cases

Remote real-time monitoring of industrial equipment, combined with modern analytic techniques, drives significant value in heavy industries such as Energy, Logistics, and Manufacturing. We will show you how to use TIBCO Spotfire, R, TIBCO Statistica[™], TIBCO StreamBase[®], and TIBCO[®] Live Datamart to address use cases such as improving asset uptime, optimizing maintenance schedules, and prioritizing engineering programs. The presentation will include a customer case study on IoT.

Streaming Analytics Present and Future: TIBCO StreamBase, TIBCO BusinessEvents, and Insight Platform Roadmap

We will introduce you to TIBCO streaming analytics, featuring the incredible new cloud ready release of our core streaming products: StreamBase and TIBCO BusinessEvents[®]. We'll describe how, taken together, streaming, visual and predictive analytics comprise an "insight platform," helping operationally intensive businesses create smart, real-time, closed-loop applications. Also, we'll give a sneak peek into the future of the insight platform.

Embracing Data Science for Smarter Analytic Apps with Spotfire and Statistica

TIBCO Spotfire and Statistica deliver powerful data science and machine learning capabilities to help you build and deploy smarter, more powerful analytic applications. In this session, you will learn about the many ways these products put the power of Data Science at the fingertips of all potential users. You will also hear about the future direction with a particular focus on TIBCO[®] Enterprise Runtime for R (TERR) and Statistica.



TIBCO Insight Platform: Driving Business Value through Customer Analytics

Investing in customer data collection is only the beginning. It is imperative that marketers are able to turn customer transaction data into actionable insights for customer acquisition, growth, and retention. By building a customer analytics capability, you can make better decisions impacting all aspects of customer experience. This session will discuss the impact of customer analytics on your business for applications such as cross-sell, lifetime value, and retention. Topics include: segmentation, propensity, and affinity analysis in the context of intelligent, triggered engagement based on real-time data flows. These analysis methods are illustrated in the context of real-world customer case studies.

AI-driven Data Discovery and Cognitive Search to Accelerate Big Data Insights with Spotfire Smart Data Catalog

Looking for the right data across departmental silos is not a great use of analyst time. The TIBCO Spotfire[®] Smart Data Catalog, a new data connectivity and management solution, makes it dramatically easy to find new data and insights using AI and cognitive search, just like online shopping. Join us to see how to simplify and scale your smart data discovery.

Setting Spotfire Dashboards in Motion with Real-time Data

In many use-cases it is important to visualize real-time data along with other Spotfire charts. In this session we will cover the value this approach brings and how it can be done with TIBCO Spotfire and TIBCO LiveView[™] Web.

Orchestrating and Managing Enterprise Analytics

This session is ideal for companies who are looking to grow their analytic environment beyond a few models and algorithms. As enterprise companies depend more on analytics, the need to orchestrate across diverse data and systems environments becomes critical. Managing hundreds of models and algorithms, and maintaining governance will be a pivotal cross road. This session addresses how to save time and money, leverage ROI from big data investments, and scale analytic teams to the the next level.

Deploying Embedded BI in Modern Application Architectures

Traditional applications are monolithic and hard to change, and they run on expensive servers. These characteristics make them difficult to maintain and scale. Modern applications run in containerized environments and benefit from new efficiencies in computing, memory, and scalability. Attend this session to learn how Jaspersoft for Docker helps you leverage container technology to build and package better analytics into your apps.

Spotfire Hybrid Cloud Architecture Deep Dive

TIBCO Spotfire is available on cloud, on premises, and in hybrid configurations where some functionality is on premises and some functionality is accessed through Spotfire Cloud subscriptions. If you have business requirements that demand flexibility, attend this session to learn why Spotfire is the best-in-class with its innovative hybrid cloud architecture.



Architecting for TIBCO Cloud MDM: Best Practices and Key Customer Use Cases

Your business has access to an increasing volume of data, which is fast becoming your most important asset. But you really can't depend on it unless you're eliminating data silos, achieving governance, and managing quality. Make your data a trusted source with TIBCO[®] MDM. TIBCO Cloud[™] MDM delivers the same power and flexibility of TIBCO MDM but in a cloud subscription model. In this session we will cover the overall architecture of TIBCO Cloud MDM, how projects are developed, and how data is integrated into your on premises systems. During the session we will highlight real customer use cases and how they are achieved.

Scaling Data Science & Empowering the Masses with Statistica

Renowned for its ease of use, Statistica allows users to create advanced analytic and data prep workflows without having to write a single line of code. Choosing from over 16,000 built-in functions, users can simply drag and drop data prep, model building, and rapid deployment nodes right onto the canvas. Do you like to write code? No problem. Statistica seamlessly integrates with popular open source languages such as R, Python, and Scala. Create reusable analytic workflow templates that are auditable, secure, and easily shared and deployed throughout your organization to predict the future and gain a competitive advantage.



Hands-On Labs

Applications to Containers: BusinessWorks

Transition your TIBCO BusinessWorks 6 application to cloud native apps using TIBCO BusinessWorks Container Edition. Examine deployment options with Docker and PCF and explore failover and routing techniques.

Cloud Integration and API Management

Build lightweight apps to connect and expose backend services and deploy them to the TIBCO Cloud Integration Platform. Secure your new APIs with TIBCO Mashery[®] and provide load balancing and access control.

Enhanced IoT with the TIBCO Platform

Your connected devices go further with TIBCO. See how to embed Project Flogo in the smallest devices, and use the TIBCO platform to consume and analyze IoT data and make smart decisions!

Better Together: Integrating R, TERR, Spotfire, and Statistica

In this day and age clients want choice and flexibility in their analytic tools and technology. This hands on session will focus on how TIBCO's recent acquisition of Statistica, a leading Data Science Platform, can be used in concert with R, TERR, and Spotfire. This powerful combination of software accelerates the time to make an impact with analytics.

Wrangling Made Easy with Spotfire 7

The next level of data cleansing is here! Join, split, bend, or fold your data from strictly structured or loosely structured sources using Spotfire 7.8, the latest version of our analytics platform.

Certification Exams

TIBCO Education is proud to offer updated TIBCO Certified Professional exams at this event. Slots are limited and will be offered for FREE on a first-come-first-served basis to customers and partners only.

Send an email to certification@tibco.com to register to take an exam, or for a list of available exams.



AGENDA

Wednesday, October 25, 2017

- 8:30am–5:00pm **Registration Open**
- 10:00am–12:00pm **Digital, Smarter: Industry Perspectives**
- 12:00pm–1:00pm **Lunch**
- 1:00pm–5:00pm **Hands-on Labs, Certification, and Breakout Sessions**
- 5:15pm–7:15pm **Networking Reception**

Thursday, October 26, 2017

- 7:00am–5:30pm **Registration Open**
- 7:00am–8:15am **Breakfast**
- 8:30am–12:00pm **General Session**
- 12:00pm–4:30pm **Solution Showcase Open**
- 12:00pm–1:00pm **Lunch**
- 1:00pm–5:00pm **Hands-on Labs, Certification, and Breakout Sessions**
- 5:30pm–7:30pm **Happy Hour**

*agenda subject to change