## Industry Perspectives: Manufacturing / Industry 4.0

Industry 4.0 is transforming the manufacturing landscape. Smart factories, products, services, and supply chains are being powered by the latest machine learning technologies, streaming sensor data, and real-time monitoring technologies. Leading manufacturers and equipment vendors are already gaining competitive advantage through improved product quality, equipment utilization, throughput, efficiency, and profitability. Join these leaders and TIBCO’s industry experts to learn how to maximize the value of all your supplier, process, equipment, and product data by deploying these technologies to empower your entire organization.

**Sapphire H**
Ahmer Srivastava, Western Digital  
Bob O’Brien, TIBCO

## Industry Perspectives: Financial Services

Few industries have seen as much disruption as Financial Services. Nowhere has the impact of rapidly shifting customer experience expectations been greater—especially with respect to channel shift and how banking, insurance, brokerage, and payments consumers are choosing to interact with providers and merchants. Digital leaders have shown the ability to understand consumer trends analytically, use powerful technologies to enable shifting channels, and continuously improve customer experience and loyalty. Join TIBCO and industry leaders as we discuss this historic digital shift and the smart paths to leadership.

**Sapphire D**
Michael O’Connell, TIBCO  
David Rosen, TIBCO

## Industry Perspectives: Travel and Tourism

Digital transformation in Travel and Tourism is leading to improved customer experiences, more efficient operations, reduced disruptions, and optimized staff performance. Companies in the lead are already seeing significant improvements, with a clear path forward to even greater success. You will hear United Airlines describe how it has entered the digital era by efficiently managing and visualizing key data assets to make the right decisions and guide business processes. Company representatives share insights into its digital strategy and presents real-life examples involving on-board life vests and shipments of tropical fruits. Join these leaders, and TIBCO’s industry experts, to see how you can unleash the true value in your data to stay competitive and drive innovation.

**Sapphire L**
Mike Schuman, United Airlines
Don’t leave your innovation to chance. How you can create the Next Big Thing.

Wherever ideas come from, innovation rarely works as a random act. Innovation is often messy at the start and requires discipline and focus to maximize the value for the effort. We will talk about TIBCO’s new innovation program (TIBCO.next) and how new emerging technologies, like blockchain and machine learning can be implemented to change how you operate today. We will also have a conversation with our customers to learn how they innovate to achieve better business results.

**Sapphire D**
Christine Watts, University of Chicago Medicine (UCM)
Brad Topoliff, TIBCO

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Lunch

Breakout Sessions

**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.

**Sapphire D**
Rahul Kamdar & Kshama Japee, TIBCO

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**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.

**Sapphire H**
Bobby Liao, TIBCO
Scaling Data Science & Empowering the Masses with Statistica

Renowned for its ease of use, TIBCO 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.

Sapphire L
David Sweenor & Angela Waner, TIBCO

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

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

Sapphire P
Lou Bajuk Yorgan, Krithika Balagurunathan, & Steve Archut, TIBCO
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.

Sapphire D
Ted Wilson, SL
Rahul Kamdar, TIBCO

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.

Sapphire P
Bipin Singh & Arun Thiagarajan, TIBCO
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>3:00pm–3:45pm</td>
<td><strong>What’s Next for TIBCO BPM</strong>&lt;br&gt;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.&lt;br&gt;&lt;br&gt;<strong>Sapphire H</strong>&lt;br&gt;Roger King &amp; Bruno Trimouille, TIBCO</td>
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<td><strong>Best Practices for building cloud-native apps with BusinessWorks</strong>&lt;br&gt;With application architecture evolving to leverage the benefits of a cloud-native architecture deployed 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 BusinessWorks and DevOps practices to building cloud-native applications using TIBCO BusinessWorks Container Edition.&lt;br&gt;&lt;br&gt;<strong>Sapphire D</strong>&lt;br&gt;Kevin Bohan &amp; Rahul Kamdar, TIBCO</td>
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<td><strong>Deploying Embedded BI in Modern Application Architectures</strong>&lt;br&gt;Traditional applications are monolithic and hard to change and run on expensive servers, making 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.&lt;br&gt;&lt;br&gt;<strong>Sapphire L</strong>&lt;br&gt;Jan Schiffman &amp; Sherman Wood, TIBCO</td>
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<td><strong>Setting Spotfire Dashboards in Motion with Real-time Data</strong>&lt;br&gt;In many use-cases it is important to visualize real-time data along with other TIBCO Spotfire® charts. In this session we will cover the value this approach brings and how it can be done with Spotfire and TIBCO LiveView™ Web.&lt;br&gt;&lt;br&gt;<strong>Sapphire P</strong>&lt;br&gt;Brad Hopper, TIBCO</td>
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<td>4:00pm–4:45pm</td>
<td><strong>Best Practices in Migrating from BusinessWorks 5 to a BusinessWorks 6 Hybrid Integration Platform</strong></td>
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<td><strong>Overview of TIBCO Mashery API Management Platform</strong></td>
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<td><strong>Spotfire Hybrid Cloud Architecture Deep Dive</strong></td>
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<td><strong>Embracing Data Science for Smarter Analytic Apps with Spotfire and Statistica</strong></td>
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<td>Time</td>
<td>Hands-on Labs</td>
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<td>10:00am–11:45am</td>
<td><strong>Containerize me! With BusinessWorks</strong>&lt;br&gt;Transition your TIBCO BusinessWorks™ 5 or 6 application to cloud native apps using TIBCO BusinessWorks Container Edition. Check out the deployment options with Docker and PCF and explore failover and routing techniques.</td>
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<td><strong>Wrangling Made Easy with Spotfire 7</strong>&lt;br&gt;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</td>
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<td>1:00pm–2:45pm</td>
<td><strong>A-Z of API Management with TIBCO Mashery</strong>&lt;br&gt;What is API management, and why does it matter? In this hands-on session, learn about this, and get a sneak peek into the latest features of TIBCO Mashery®. Through hands-on labs, examine how to secure your APIs, provide load balancing and access control and much more!</td>
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<td><strong>The Latest in TIBCO Cloud Integration</strong>&lt;br&gt;Node.js apps! Flogo based Web Integrator apps! and TIBCO Business Studio™ apps! Fault tolerance, scalability, and security...we've got it all! Build, test, and deploy these lightweight apps using the TIBCO Cloud™ Integration Platform.</td>
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<td>3:15pm–5:00pm</td>
<td><strong>Advanced Analytics Made Easy with TIBCO Statistica</strong>&lt;br&gt;Advanced analytics models without coding? Yes! With TIBCO Statistica, create these models in a GUI based environment. Traditional statistical models, advanced data mining models, and even ensembles are at your fingertips. Learn how to create these advanced workflows in this interactive hands-on workshop.</td>
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<td><strong>Functional Apps in Minutes? Yes, with Live Apps!</strong>&lt;br&gt;Experience TIBCO Cloud™ Live Apps, the low-code application platform that empowers citizen developers to build fully functional and smart applications in mere minutes. Convert your ideas into fully functional apps and seamlessly integrate and extend existing systems. Use these process based applications and extend your business, fast.</td>
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Certification

TIBCO Certification Exams

FREE exams! A rare opportunity to take a certification exam for FREE at this event. Register to take any updated exam, including the newly launched: TIBCO Spotfire for Analysts Certification Exam. Slots are limited and offered on a first-come-first-served basis to customers and partners.

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

Networking Reception
AGENDA

DAY 2
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
12:00pm–1:00pm Lunch
1:00pm–5:00pm Breakout Sessions

1:00pm–1:45pm How EagleView Created Real Value with TIBCO Cloud Integration

Connecting SaaS applications goes beyond just integration. It changes the way things are done and has material impacts on your business. When done right, these impacts can be transformational. In this session, EagleView will share how using TIBCO Cloud Integration not only changed the way things were done, it set the basis for a transformational change.

Sapphire D
Bruce Harris, Eagleview
John Andrews, TIBCO

1:00pm–1:45pm 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 for continued innovation 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.

Sapphire H
Tobias Lehtipalo, TIBCO
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.

Sapphire L
Michael O’Connell, TIBCO

Deliver High-quality Master Data in Real-time for Trusted Insights

Your organization has access to an increasing volume and variety of data, which is fast becoming one of your most important assets for fueling decisions and driving innovation. But you really can’t depend on it—or the insights you derive and the decisions you make based on it—unless you’re governing master data, synchronizing it in real time, and managing quality. Make your master data a trusted source of insights with TIBCO® MDM. Join us to gain an advance look at what lies ahead for TIBCO MDM. Additionally, learn how Tractor Supply is using TIBCO Spotfire® and TIBCO MDM to improve product data quality and pave the way for additional investments.

Sapphire P
Erik McConathy, Tractor Supply Corporation
Barry Wooffitt, TIBCO
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<th>Time</th>
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<tr>
<td>3:00pm-3:45pm</td>
<td><strong>Transform at Digital Speed with TIBCO Cloud Live Apps</strong></td>
<td>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.</td>
<td>Roger King &amp; Bruno Trimouille, TIBCO</td>
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<td><strong>Transforming the Edge with Project Flogo</strong></td>
<td>Project Flogo is here to change the way you deal with edge computing. In this session we will cover how you can use Project Flogo to bring intelligence to edge computing, making AI available in edge applications and bringing world peace.</td>
<td>Matt Ellis &amp; John Andrews, TIBCO</td>
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<td><strong>Design Reports that Make Data “Over-the-Counter” &amp; Easy to Use</strong></td>
<td>Most people misunderstand most data they view. Fortunately, misunderstandings can be easily avoided when data reports adhere to research-based data reporting standards. This eight-page checklist of best practices, which synthesizes the findings of over 300 research studies, helps you make data “over-the-counter” (easy to use without an expert’s assistance). The speaker shares these data reporting standards in the post-doc masterclass she teaches at University of Cambridge, in a TEDx Talk, and in books she has written based on her research and expertise in data display. This session provides attendees with the standards, other free resources, and an understanding of how to design reports using TIBCO Jaspersoft® so users can understand data easily, quickly, and accurately.</td>
<td>Jenny Grant Rankin, Ph.D, Author/Lecturer, University of Cambridge</td>
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<td><strong>Real-time Monitoring for IoT Use Cases</strong></td>
<td>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 includes a customer case study on IoT.</td>
<td>Christine Watts, University of Chicago Medicine (UCM) &amp; Michael O’Connell, TIBCO</td>
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Orchestrating and Managing Enterprise Analytics

This session is ideal for companies wanting 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.

Sapphire L
Shawn Rogers, TIBCO

Leveraging Messaging in the Cloud

As more IT endpoints move outside of the data center, the need for reliable, high-volume messaging in the cloud will increase. In this session we will provide an overview of TIBCO’s cloud messaging solutions. If you are leveraging a multi-cloud strategy, creating web-scale, cloud-based applications, communicating with a large number of mobile or IoT devices, or just need a reliable messaging service without all the infrastructure headaches, you will want to understand how TIBCO’s cloud based messaging will help.

Sapphire H
John Page, TIBCO

Jaspersoft: 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.

Sapphire P
Tom Tortolani & Shane Swiderek, TIBCO
Hands-on Labs

1:00pm–2:45pm

**Containerize me! With BusinessWorks**

Transition your TIBCO BusinessWorks™ 5 or 6 application to cloud native apps using TIBCO BusinessWorks™ Container Edition. Check out the deployment options with Docker and PCF and explore failover and routing techniques.

400 A

**Functional Apps in Minutes? Yes, with Live Apps!**

Experience TIBCO Cloud Live Apps, the low-code application platform that empowers citizen developers to build fully functional and smart applications in mere minutes. Convert your ideas into fully functional apps and seamlessly integrate and extend existing systems. Use these process based applications and extend your business, fast.

400 B

2:15pm–5:00pm

**Wrangling Made Easy with Spotfire 7**

Advanced analytics models without coding? Yes! With TIBCO Statistica, create these models in a GUI based environment. Traditional statistical models, advanced data mining models, and even ensembles are at your fingertips. Learn how to create these advanced workflows in this interactive hands-on workshop.

400 A

**What’s the Buzz?**

Shhh...! We cannot discuss more. All we can say is: Come to this hands-on session to see the latest and greatest offering from TIBCO. Explore how TIBCO will provide even more capabilities to your digital business. Needless to say, it will be interesting!

400 B
1:00pm–5:00pm  **Certification**

**TIBCO Certification Exams**

FREE exams! A rare opportunity to take a certification exam for FREE at this event. Register to take any updated exam, including the newly launched: TIBCO Spotfire for Analysts Certification Exam. Slots are limited and offered on a first-come-first-served basis to customers and partners.

Send an email to certification@tibco.com to register to take an exam, or for a list of available exams. **402**

5:15pm–7:15pm  **Happy Hour**

*Agenda subject to change*