AGENDA

DAY 1

Wednesday, October 25, 2017

8:30am–5:00pm	**Registration**
10:00am–12:00pm	**Digital, Smarter: Industry Perspectives**

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 experts as we discuss this historic digital shift and the smart paths to leadership.

Sapphire D
Tom Dadmun, Point Focal
Michael O'Connell, TIBCO
David Rosen, TIBCO
Leon Stigter, TIBCO

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
Mike Alperin, TIBCO
Thomas Hill, 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 from United Airlines on how their journey toward digital transformation has improved flight operations, baggage movement, and more. The results include reduced disruptions and improved communications with customers and staff. 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
Rob Zazueta, TIBCO
Chia-Yui Lee, TIBCO

10:00am–12:00pm   **Innovation Session**

Don't leave your innovation to chance. How you can create the Next Big Thing.

Innovation rarely works as a random act. It's 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 P
Guruprasad Rao, University of Chicago Medicine
Premkumar Narasimhan, Bristol-Myers Squibb
Brad Topliff, TIBCO
Nelson Petracek, TIBCO
Dan Rope, TIBCO

12:00pm–1:00pm   **Lunch**

1:00pm–5:00pm   **Breakout Sessions**

1:00pm–1:45pm

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
Vineet Agarwal, TIBCO
Kshama Japee, TIBCO

What's New with TIBCO Messaging and In-memory Data Technology

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

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 acquistion, 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

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 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.

Sapphire P
Brad Hopper, TIBCO
Krithika Balagurunathan, TIBCO
Steve Archut, TIBCO

2:00pm–2:45pm

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

Containerizing Middleware

In today's competitive world, time-to-market becomes key for survival and growth of any enterprise. Reducing and breaking up the monolithic infrastructure and applications become equally important. Cloud native microservices with an API-first approach coupled with DevOps and agile practices are deemed as the right approach to achieve these goals. In this session, we will explain how an Enterprise embarks on this journey using the power of TIBCO BusinessWorks™ Container Edition on Pivotal Cloud Foundry.

Sapphire H
Sudeep Hebbar, HCL America
Rakesh Madireddy, T-Mobile

API and Microservices

To improve energy consumption, support future needs, and become a full participant in the API economy, APS aims to develop a modern, cloud-enabled, standards-based hybrid integration strategy enabling an internal API marketplace. It plans to modernize its integration architecture from a predominantly Service Oriented Architecture (SOA) to an API-based integration platform. The session will provide the objective, approach, and key benefits to APS from this strategy.

Sapphire L
Kenneth Wright, Arizona Public Services
Anirban Ghosal, Infosys

Middleware Modernization: Lay the Foundation to Your Digital Success

An integration platform that will rapidly connect applications and deliver data-driven insights at the right time and at scale is the key to digital success. Drawing upon its experience in transforming large mission-critical middleware landscapes, Wipro will present a holistic approach to modernization that combines a digital integration platform with processes, tools, delivery methodologies, and organization structures to help transform the integration middleware into a driver for innovation.

Sapphire P
Karthik Sathyamurthy, Wipro
Solution Architect, Wipro

3:15pm–4:00pm

Best Practices for Building Cloud-native Apps with TIBCO BusinessWorks

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 TIBCO BusinessWorks and DevOps practices to building cloud-native applications using TIBCO BusinessWorks™ Container Edition.

Sapphire D
Kevin Bohan, TIBCO
Rahul Kamdar, TIBCO

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.

Sapphire H
Roger King, TIBCO
Bruno Trimouille, TIBCO

Deploying Embedded BI in Modern Application Architectures

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 TIBCO Jaspersoft® for Docker helps you leverage container technology to build and package better analytics into your apps.

Sapphire L
Jan Schiffman, TIBCO
Sherman Wood, TIBCO

Integration Journey towards Digital Economy

In today's digital economy, integration plays a major role in your ability to compete. With deep knowledge and expertise, Cognizant helps clients through their integration journeys to the digital economy. This session describes how, without changing its ERP and legacy applications, a large insurance customer with hard-to-change business processes and tightly coupled systems and applications evolved to a real-time, scalable, resilient platform providing agile processes and fast time-to-market. Consider this session a cookbook for achieving an API-first, cloud-native, future-proof architecture.

Sapphire P
MK, John Hancock
Yogesh, Cognizant

4:15pm–5:00pm

Best Practices in Migrating from TIBCO BusinessWorks 5 to a TIBCO 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 TIBCO BusinessWorks 5 applications and migrate them to a cloud or a hybrid environment of choice.

Sapphire D
Hitesh Nembhwani, TIBCO
Rakesh Madireddy (T-Mobile)

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.

Sapphire H
Ed Julson, TIBCO
Jeremy Pollock, TIBCO

TIBCO Spotfire Hybrid Cloud Architecture Deep Dive

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

Sapphire L
Tobias Lehtipalo, 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, TIBCO
Arun Thiagarajan, TIBCO

10:00am–5:00pm   **Hands-on Labs**

10:00am–11:45am

Containerize Me with TIBCO 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

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.

400 B

1:00pm–2:45pm

A-Z of API Management with TIBCO Mashery

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!

400 A

The Latest in TIBCO Cloud Integration

Node.js apps! Project 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.

400 B

3:15pm–5:00pm

Advanced Analytics Made Easy with TIBCO Statistica

Advanced analytics models without coding? Yes! With TIBCO Statistica™, create these models in a GUI 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

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

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 to receive a list of available exams.
>
> **402**

5:15pm–7:15pm **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

What's New with TIBCO Cloud Integration, and How EagleView Uses It To Drive Transformation

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, we will cover exciting new capabilities in TIBCO Cloud Integration, and discuss how our customer, EagleView, not only changed how integration was done, but also set the stage for transformational change.

Sapphire D
Bruce Harris, EagleView
Leon Stigler, TIBCO

Edmunds: Driving Innovation and Revenue Growth through Targeted API programs

As a market leader in automotive research, Edmunds was also an early adopter of digital business practices built around API initiatives. Learn about how Edmunds is using APIs to expand its market focus and add value to existing partnerships.

Sapphire H
Josh Raby, Edmunds

1:00pm–1:45pm

How JetBlue is Optimizing Operations to Keep Customers Happy and Coming Back

For airlines, delivering deep insights into real-time data across business units is paramount for on-time flights and satisfied customers. In this session, learn how JetBlue has significantly improved operations with TIBCO Spotfire from managing missed connections and flight issues to accommodating passengers during natural disasters. In airports, flight operations, and contact centers across the world, see how better visibility into flight and passenger data has helped the airline become more operationally efficient in just one year since implementation.

Sapphire L
Andi Azzolina, JetBlue Airways

Augment Intelligence with Spotfire: Overview & Roadmap

With Spotfire, TIBCO is a pioneer and innovator in easy to use visual analytics and data discovery. In this session, you will learn about where 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 P
Tobias Lehtipalo, TIBCO

2:00pm–2:45pm

Flogo Enterprise & AWS Lambda: Develop & Deploy Modern Apps for the Enterprise

Discover how to modernize your microservices architecture, reduce TCO, and enhance the experience for your users and developers with AWS Lambda and Project Flogo. We are joined by Ajay Nair, head of product for AWS Lambda, to discuss the evolution of computing, how we came to serverless, some of the benefits and considerations, and how some of AWS' largest Lambda customers are leveraging serverless to push the boundaries of computing. Finally, discover how Flogo, the open source ultralightweight microservices framework can leverage AWS Lambda.

Sapphire D
Ajay Nair, AWS
Matt Ellis, TIBCO

Customer Panel on Pervasive Integration

Modern integration is pervasive: The integration issue is not confined to a narrow set of use cases within an organization's four walls. Integration is now pervasive because it empowers many aspects of digital transformation and is inherent in how modern applications are built.

Sapphire H
Bruce Harris, EagleView
Grant Fengstad, City of Richmond
James Mathison, NASA
Mayank Prabhakar, Charter Communications
Rich Mendis, TIBCO

2:00pm–2:45pm

Scaling Data Science & Empowering the Masses with Statistica

Renowned for its ease of use, Statistica allows users to create advanced analytic and data prep workfows without having to write a single line of code. Join this informative session and hear how a strategic workforce management data science team is using Statistica advanced analytics to provide key insights into employee engagement, retention, performance, best practices, sourcing, and manager effectiveness. Learn how Statistica can help accelerate innovation, scale data science, and infuse algorithms within your business.

Sapphire L
Alexander Uborcev, Ph.D., Royal Bank of Canada
David Sweenor, TIBCO
Angela Waner, 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—and more importantly, the insights and business decisions based on it—unless you're governing the 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

3:15pm–4:00pm

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's 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.

Sapphire D
Roger King, TIBCO
Bruno Trimouille, TIBCO

Transforming the Edge with Project Flogo

Get caught up with Project Flogo, TIBCO's open source, ultralight microservices framework for the edge. Explore some of the unique features and benefits of leveraging a lightweight framework built from the ground up for an edge and cloud-native world. Spend time exploring the newly introduced features and how you can leverage Flogo to bring robust intelligence to your edge microservices.

Sapphire H
Matt Ellis, TIBCO
Dan Rope, TIBCO

Design Reports that Make Data "Over-the-Counter" & Easy to Use

Most people misunderstand most data they view. Fortunately, misunderstandings can be easily avoided when data reports adhere to research-based data reporting standards. This 8-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.

Sapphire L
Jenny Grant Rankin, Ph.D., University of Cambridge

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 includes a customer case study on IoT.

Sapphire P
Michael O'Connell, TIBCO

4:15pm–5:00pm

Think Small: API Microarchitecture for the Enterprise

Leading edge applications today incorporate microservices with real-time operation and smart analytics and streaming APIs. These components can be deployed into complex ecosystems of hardware devices and other software components that span the enterprise and beyond. Come hear how TIBCO can help you adapt this class of modern real-time applications that are micro-sized, highly distributed, and event-oriented.

Sapphire D
Ed Julson, TIBCO
Raji Narayanan, TIBCO

Introduction to TIBCO Cloud Messaging

As more IT endpoints move outside of the data center, the need for reliable, high-volume cloud messaging services will continue to increase. In this session we will provide an overview of new TIBCO Cloud™ Messaging. 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 Cloud Messaging will help.

Sapphire H
John Page, TIBCO

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 governence, 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

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, TIBCO
Shane Swiderek, TIBCO

10:00am–5:00pm   **Hands-on Labs**

1:00pm–2:45pm

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> **402**

5:15pm–7:15pm   **Happy Hour**

*Agenda subject to change