AGENDA

DAY 1

June 6, Tuesday

8:30–17:00   **Registration Open** (Rotunde)

10:00–12:00   **Digital, Smarter: Industry Perspectives**

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.

CONVENTION HALL I Section A

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 today's banking, insurance, brokerage, and payments consumers choose to interact with providers and merchants. Digital leaders have shown both the ability to understand consumer trends analytically and use powerful technologies to enable shifting channels while continuously improving customer experience and loyalty. Join TIBCO and industry leaders as we discuss this historic digital shift and the smart paths towards leadership.

CONVENTION HALL I Section C

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 Brussels Airlines describing how they have entered the digital era by efficiently managing and visualizing their key data assets to make the right decisions and guide business processes. They will share insights into their digital strategy and present 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.

CONVENTION HALL I Section D

12:00–13:00   **Lunch** (Solution Showcase Open)

13:00–17:00   **Breakout Sessions**

13:00-13:45

Product Overview and Statement of Direction for TIBCO Mashery API Management Platform

Learn about the TIBCO Mashery® API Management platform, its product strategy and direction, and how it meets your needs over the full API lifecycle. See for yourself how easy it is to understand how to model and create an API, package and deploy it securely, manage an API community of users, and create a customized portal for others to access your APIs.

CONVENTION HALL I Section A
Speakers: Ed Julson & Raji Narayanan, *TIBCO*

The Enabling Role of Data Distribution for the Digital Platform

To capitalize on opportunities from increasing data sources and 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.

CONVENTION HALL I Section C
Speaker: John Page & Vasil Kajcovski, *TIBCO*

Graph Databases in a Connected World

Today's connected world requires us to think differently about data storage. Traditional relational models are not sufficient for storing, querying, and analyzing complex big data relationships, and businesses require rapid access to information that is highly connected, dynamic, and rapidly evolving. Join this session to learn about graph databases, related use cases, and how TIBCO's Graph Database may be utilized to provide fast, scalable access to connected data.

CONVENTION HALL I Section D
Speaker: Nelson Petracek, *TIBCO*

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

FESTIVAL CENTER
Speakers: Brad Hopper & Krithika Balagurunathan, *TIBCO*

14:00–14:45

Best Practices for an API-led Architecture

APIs are everywhere: In your data center, out in the lines of business, and beyond the edge of your enterprise. They are at the core of digital business transformation and strategic to the success of your business. This session explores best practices for adopting an API-led architecture, including basic building blocks around connectivity, orchestration, access control, monitoring, and management.

CONVENTION HALL I Section A
Speakers: Ed Julson & Raji Narayanan, *TIBCO*

Reinventing Application Integration for the Digital World

Sucess in the digital economy requires a diffrent 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.

CONVENTION HALL I Section C
Speaker: Rahul Kamdar, *TIBCO*

14:00–14:45

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 based 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.

CONVENTION HALL I Section D
Speaker: Barry Wooffitt, *TIBCO*

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 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, featuring the Automobile Association of Ireland (AAI). AAI is using the TIBCO Insight Platform to manage its customer journey, including real-time algorithmic pricing for self-service insurance products.

FESTIVAL CENTER
Speakers: Michael O'Connell, *TIBCO*
Colm Carey & Nina Jensen, *The Automobile Association Ireland*

15:00–15:45

Take it to the Edge: Strategic Direction for IoT Integration and Edge Applications with Project Flogo

Get an overview of how open source Project Flogo™ addresses the needs of Internet of Things (IoT) and microservices architectures through its lightest weight cloud and edge-native integration technology. Learn about the future direction for Flogo™ regarding IoT platforms, edge applications, containerization, serverless, and other technologies.

CONVENTION HALL I Section A
Speakers: Matt Ellis & John Andrews, *TIBCO*

Best Practices for Migrating from BusinessWorks 5 to a 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 TIBCO BusinessWorks™ 5 applications and migrate them for deployment on-premises or to your cloud environment of choice.

CONVENTION HALL I Section C
Speaker: Rahul Kamdar, *TIBCO*

15:00–15:45

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.

CONVENTION HALL I Section D
Speaker: Tom Tortolani, *TIBCO*

Spotfire Hybrid Cloud Architecture Deep Dive

TIBCO Spotfire® is available in the 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.

FESTIVAL CENTER
Speaker: Tobias Lehtipalo, *TIBCO*

16:00–16:45

Digitization of ABN AMRO Products in the Mobile Journey

ABN AMRO Bank will share its IT strategy for digitization of products for its ever-growing mobile customer base. They will show their unique web and app strategy and how TIBCO offerings support the convergence of process and mobile and rapid-app creation to deliver a mobile customer journey.

CONVENTION HALL I Section A
Speakers: Norbert Siegers & Gijs van den Hoven & Ron van Teylingen, *ABN Amro,* Rajashekhar N (Raj)*, Infosys*

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.

CONVENTION HALL I Section C
Speaker: Ted Wilson, *SL*

13:00–17:00   Hands-on Labs

13:00–14:45

API Management in a Nutshell

Using a series of hands-on labs, explore how to manage your APIs using TIBCO Mashery. Examine how to use both REST and SOAP based APIs.

LEVEL 6 - WING 3 Room 30610

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 7.7, the latest version of our analytics platform.

LEVEL 6 - WING 3 Room 30612

15:00–16:45

Applications to Containers: TIBCO BusinessWorks Container Edition

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.

LEVEL 6 - WING 3 Room 30610

Enhanced IoT and the TIBCO Platform

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

LEVEL 6 - WING 3 Room 30612

13:00–16:45   **Certification**

Free Exams!
New: Spotfire Certification, Self-study Bundles!

We help your teams succeed.

LEVEL 6 - WING 3 Room 30610

17:15–19:15   **Networking Reception** (Solution Showcase Open)

AGENDA

DAY 2
June 7, Wednesday

7:00–17:30   **Registration Open** (Rotunde)

7:00–8:15   **Breakfast** (Solution Showcase Open)

8:30–12:00   **General Session** (Convention Hall II)

Matt Harris   Head of IT, *Mercedes-AMG Petronas Motorsport*
Erwan Vezin   VP Enterprise Architecture, *AccorHotels*
Wim Liet   IT Manager, *Nederlandse Spoorwegen*
Hans Tönissen   Program and Domain Architect, *Nederlandse Spoorwegen*
Murray Rode   Chief Executive Officer, *TIBCO Software Inc.*
Matt Quinn   Executive Vice President, Products & Technology and CTO, *TIBCO Software Inc.*
Thomas Been   Chief Marketing Officer, *TIBCO Software Inc*
Mark Palmer   SVP, General Manager, Analytics Engineering, *TIBCO Software Inc.*
Randy Menon   SVP, Engineering, *TIBCO Software Inc.*
Michael O'Connell   Chief Analytics Officer, *TIBCO Software Inc.*

12:00–16:30   **Solution Showcase Open**

12:00–13:00   **Lunch**

13:00–17:00   **Breakout Sessions**

13:00-13:45

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 use self service for many of their needs, freeing you to focus on more strategic and complex needs.

CONVENTION HALL I Section A
Speakers: Chiel Drost & John Andrews, *TIBCO*

Core Integration Principles to Successfully Leverage Microservices

With application architecture evolving to include microservices and deploy them to containers (like Docker) or a PaaS (like Cloud Foundry), your integration needs to evolve. This session explores how you can bring the power of TIBCO BusinessWorks, plus DevOps practices, to building cloud-native applications using TIBCO BusinessWorks Container Edition.

CONVENTION HALL I Section C
Speakers: Kevin Bohan & Rahul Kamdar, *TIBCO*

13:00-13:45

The Future of Real-time Data Visualization in TIBCO Spotfire

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.

CONVENTION HALL I Section D
Speaker: Niklas Amberntsson, *TIBCO*

Fishing Insights from your Data Lake: Introducing TIBCO Spotfire Data Catalog

TIBCO Spotfire now has a very elegant solution to connecting to and generating insights from your data lake. Don't drown in your data, learn to fish smart and get insights from your unstructured and structured data with ease.

FESTIVAL CENTER
Speakers: Bipin Singh & Thomas Blomberg, *TIBCO*

14:00–14:45

Overview of TIBCO Cloud Integration and Strategic Direction

It's a cloudy world, and everyone is working in it. This session covers why you need a cloud connectivity solution, the value you get from using one, and how TIBCO delivers with TIBCO® Cloud Integration. Find out how we are meeting cloud integration needs, and what the future holds for this space.

CONVENTION HALL I Section A
Speakers: John Andrews & Leon Stigter, *TIBCO*

Digital Platform Customer Success Journey– "Track & Trace " Parcel Delivery Revolution.

In this breakout session HCL will describe how they have delivered a digital platform in a collaborative, agile way with the associated methodology and tooling to make it an ongoing innovation platform. Working with the client we have used this platform to enable a complex event driven parcel tracking solution to be delivered. This has enabled the client to revolutionise their parcel delivery service and this is only the start, further business and operational innovations can be introduced quickly and easily on the digital platform.

CONVENTION HALL I Section C
Maurice Leah, Sr Director Solutions, Digital and Analytics Services, *HCL Technologies*

14:00–14:45

Aeroporti di Roma Boosts Customer Experience through Intelligent Monitoring

Aeroporti di Roma (ADR) manages both airports in Rome, including Fiumicino Airport, which is one of the first 10 airports in Europe with more than 47 million passengers yearly. To boost customer experience, ADR leverages TIBCO technology, including TIBCO StreamBase to track and visualize real-time passenger flow. It is now using this information to improve customer experience, streamline operations control, identify revenue opportunities, and also track KPIs.

CONVENTION HALL I Section D
Speakers: Floriana Chiarello & Piero Terlizzi, *Aeroporti di Roma*

Making Reporting Sexy Again at Lufthansa Systems

Lufthansa Systems is a leader in global aviation with more than 300 airlines as customers. As founders of the Data Services team, we introduced TIBCO JasperReports® in the company, and made available a modern reporting system for various products, providing an alternative to traditional reporting. Some innovations we brought to Lufthansa: embedded reporting, complex integration with JIRA, reports based on MongoDB, and adhoc reporting on Hadoop/Hive. The agile approach enables more advanced reporting, with faster delivery, and lower overall costs for us and our customers. The reporting solutions recently deployed proved that TIBCO JasperReports® Server fits well into our broader vision of Agile Analytics.

FESTIVAL CENTER
Speakers: Norb Tamas Farkas & Arpad Csoras, *Lufthansa Systems*

15:15–16:00

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CONVENTION HALL I Section A
Speakers: Chiel Drost & John Andrews, *TIBCO*

What's New and What's Next for TIBCO BPM

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

CONVENTION HALL I Section C
Speaker: Roger King & Nicolas Marzin, *TIBCO*

15:15–16:00

Embracing Data Science for Smarter Analytic Apps: Overview and Roadmap

TIBCO Spotfire and TIBCO StreamBase provide powerful data science and machine learning capabilities to help you build 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 of Spotfire, with a particular focus on the TIBCO® Enterprise Runtime for R (TERR) engine. With TERR embedded throughout TIBCO Analytics products, it natively brings the power, flexibility, and breadth of the R language to all users as well.

CONVENTION HALL I Section D
Speakers: Bipin Singh & Ana Costa e Silva, *TIBCO*

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 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 case study from KLM Royal Dutch Airlines on IoT and data science for luggage and passenger tracking improving operational efficiency and advancing the core KLM customer-centric mission.

FESTIVAL CENTER
Speaker: Michael O'Connell, *TIBCO*

16:15–17:00

Transform at Digital Speed - Changing the Rules of Business App Delivery

How can you modernize your application delivery strategy and infrastructure to address the increasing demands of the business? Attend this live-demo session to understand how TIBCO's offerings empower (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.

CONVENTION HALL I Section A
Speakers: Roger King & Nathan Sutton, *TIBCO*

London Theatre Direct Disrupts the Theater Industry with APIs

London Theatre Direct (LTD) is one of the leading providers of theater tickets in the UK, with access to four million tickets at any one time. Find out how LTD uses the TIBCO Mashery platform to implement an open API program and transform its business, delivering innovation and disruption in online ticket sales and driving phenomenal growth.

CONVENTION HALL I Section C
Speaker: Mark Bower, *London Theatre Direct*

16:15–17:00

Deploying Embedded BI in Modern Application Architectures

Traditional applications are monolithic, and hard to change and run on expensive servers. This makes 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.

CONVENTION HALL I Section D
Speaker: Ernesto Ongaro, *TIBCO*

Augment Intelligence with Spotfire: Overview and 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, 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.

FESTIVAL CENTER
Speaker: Tobias Lehtipalo, *TIBCO*

13:00-17:00   **Hands-on Labs**

13:00–14:45

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 7.7, the latest version of our analytics platform.

LEVEL 6 - WING 3 Room 30610

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.

LEVEL 6 - WING 3 Room 30612

15:15–17:00

API Management in a Nutshell

Using a series of hands-on labs, explore how to manage your APIs using TIBCO Mashery. Examine how to use both REST and SOAP based APIs.

LEVEL 6 - WING 3 Room 30610

Applications to Containers: TIBCO BusinessWorks Container Edition

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

LEVEL 6 - WING 3 Room 30612

13:00–17:00   **Certification**

> Free Exams!
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> **LEVEL 6 - WING 3 Room 30641**

17:30–19:30   **Happy Hour**