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This is the conference that will help you prepare for Web services.

PRACTICALLY.

STRATEGICALLY.

IMMEDIATELY.

Whether your company has already developed early Web services pilot programs, or has yet to take step one, technology thought leaders are stressing the fact that Web services need to be part of your technology planning right now.

Speculation is giving way to real enterprise activity in the Web services space. The fact is, Web services technology is already demonstrating its usefulness and versatility across a wide range of industries and disciplines. Major companies are automating interenterprise processes using Web services. Others are using Web services to enable content access and delivery to trading partners. Web services are managing online payment systems securely and with enhanced customer service. These are just a few examples — and the numbers are growing every day.

This unique new conference isn't a debate on the blue-sky potential of Web services. It's a practical, actionable program designed to help you start or accelerate your Web services activity. We'll put you face to face with the experts, case studies, and leading vendors in Web services.

SO YOU'LL GET THE FACTS, NOT THE HYPE.

"Web services are filtering into daily IT practice. 2003 is the year for even cautious enterprises to begin Web services pilot programs."

Gartner, September, 2002

We're not telling you that Web services have already begun to change the way you do your job.

THAT'S WHAT YOU'RE TELLING US.

A REAL AND GROWING INTEREST IN WEB SERVICES.

We know for a fact that the vast majority of you have a real and urgent interest in preparing your enterprise for Web services. According to a recent survey of TechRepublic members, 68% of you have already made the decision to rearchitect your infrastructure to support Web services. And a brand-new poll of Builder.com members shows that 62% of you already have some level of experience with Web services development – and that included among the top five areas for which you want more advanced knowledge are Web services and related topics such as XML implementation and .NET.

A REAL NEED TO BEGIN YOUR PREPARATION RIGHT NOW.

According to Gartner, companies whose IT staffs intend to embrace robust new programming models should begin to experiment with Web services now. The message is clear — don't wait. By preparing now, you'll be in position to make the most intelligent choices about platforms, development tools, and which projects should be the first to be Web services-driven.

Building a Web Services Foundation is a straightforward, comprehensive guide to helping you better understand the business and technological ramifications of Web services – and clear a path for your enterprise to move forward.

> "The companies who make the early investments in Web services will be the ones who benefit the most from its adoption."

Tim Landgrave
TechRepublic Contributor and Conference Presenter

A single conference built for your entire organizational team.

This conference is focused upon the requirements of three major IT audience groups:

■ **SENIOR IT EXECUTIVES**

■ **IT AND NETWORK MANAGERS**

■ **DEVELOPMENT MANAGERS**

The program address the most important and relevant issues surrounding Web services and divides them into separate tracks reflecting the unique perspectives and requirements of each of these distinct groups. To navigate the program path that best relates to your job responsibilities, simply look for the color-coded boxes as shown above.

Companies choosing to bring their entire organizational team will be in an even stronger position to formulate a cohesive strategic and deployment direction for Web services. If your company is interested in sending three or more decision makers to the conference, please e-mail us at **conference-info@cnet.com** *to inquire about special group rates.*

■ **SENIOR IT EXECUTIVES: STRATEGIC AND BUSINESS ISSUES**

These sessions will look at the issues that confront Senior IT Executive Level participants, including a thorough review of the current status of Web services technology and standards efforts, the organizational resources required for implementation, and the potential return on investment to the organization.

• Assess the bottom-line ROI companies are already seeing with Web services.

• Understand the real cost implications of Web services migration including retraining and system re-engineering.

• Gain in-depth knowledge of current Web services standards.

• Evaluate the state of competing vendor platforms — Microsoft, IBM, BEA, Sun — and how it impacts your business choices.

■ **IT AND NETWORK MANAGERS: DAY-TO-DAY IT INFRASTRUCTURE ISSUES**

This track is designed to meet the needs of IT and Network Managers, including detailed analyses of the infrastructure ramifications and engineering methodologies that have been identified by early adopters of Web services applications and architectures, with interactive sessions aimed at helping you tailor an adoption plan for your company.

• Learn about the tactical implementation of Web services migration from a hardware, software and resource point of view.

• See how Web services impact systems, application server performance, and transactional ability.

• Take advantage of infrastructure designs and solutions identified by early Web services adopters.

• Learn how to leverage and maximize the Web services vendor and platform choices you may have already made.

■ **DEVELOPMENT MANAGERS: TOOL, STANDARDS AND DESIGN ISSUES**

Issues discussed in these sessions will address the concerns of Development Managers, helping them understand the roles and competing agendas of vendors offering Web services development platforms, as well as the technological and resource implications of adopting a particular vendor's development tools and architectural roadmap.

• Evaluate and compare development platforms for Web services implementation – Passport, Java, Websphere, WebLogic, Oracle 10i and more.

• Understand the standards evaluation and implementation process involving XML, SOAP, WSDL and UDDI.

• Assess the core developer training issues and pitfalls associated with Web services migration.

• Learn the latest techniques for embedding the best authentication and other security procedures as part of your Web services development.

The Conference Program:

Real answers about Web services.

Web services are clearly moving into the real world as more and more enterprises participate in early adopter and pilot programs. Yet, even as companies begin to transition their business processes from a model where "people talk to systems" to one where "systems talk to systems," they are finding that much of the technology infrastructure to support this move — from standards-based software platforms and tools, to the standards themselves — are still in their formative stages. When navigating such uncharted waters, it's helpful to know where the potential hazards are, and to be clearly aware of the benefits that the journey can bring.

Conference presenters ask the tough questions
— AND GIVE YOU THE REAL ANSWERS

Will Web services ever be truly interoperable, secure and efficient? While the promise seems to demand the development of these architectures, actual standards are still few and frail. Each vendor is touting its server platforms and development tools to build and deploy Web services, but the important questions of interoperability, security, performance and scalability remain largely unanswered. Until now.

This conference takes a new approach to sorting out this groundbreaking paradigm in enterprise computing. The program is built around the issues which are at the core of everything that Web services promise and entail. Each major topic will be addressed in separate sessions tailored individually to specific job functions within the organization: Top IT executives, IT infrastructure managers and development managers. Each session will be led by an independent expert in the field — someone who has actually been there and done that, with no vendor-driven axe to grind. Acting as guide to the most pressing issues facing enterprise companies today, these experts will lead a multi-threaded discussion that will include moderated input from top-rated vendors.

THE BOTTOM LINE:

You get the information you need, straight from the source, spoken in your language and tuned to your needs, with no smoke and mirrors.

CONFERENCE PROGRAM COMPONENTS

KEYNOTE INTERVIEWS

We've dispensed with the usual pre-packaged speeches and instead turned to one of our own enterprise experts, **Dan Farber,** *CNET Networks Senior VP of Editorial Development,* to conduct personal one-on-one interviews with executives from two of the leading vendor organizations. And we'll be turning to you, our audience, to get some of the questions you'd most like answered.

Tuesday, December 10

Prasad Rampalli
VP, Finance and Enterprise Services Group Intel

Wednesday, December 11

Dr. Robert Sutor
Director of e-business Standards Strategy IBM
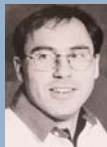
THOUGHT LEADER ROUNDTABLE

We've invited senior representatives from the leading organizations participating in the standards process to come together and, under the guidance of our enterprise editors, discuss the pursuit and development of the standards necessary to make the value of Web services become a reality.

Tuesday, December 10

WANTED: WEB SERVICES STANDARDIZATION

Multiple standards bodies and vendor/industry consortia are at work, including the WS-I, the W3C, OASIS, the Liberty Alliance and its nemesis, Microsoft's Passport. Where do the goals of these various industry-based and vendor-based standards efforts intersect, and where do they diverge? Which standards — particularly those in the areas of servers, security and transaction processing — are likely to win wide acceptance, and what are the ramifications for enterprises looking to implement real-world Web services applications?

Roundtable Participants

Tom Glover
President and Chairman WS-I

Michael Barrett
President Liberty Alliance Project

Michael Sperberg-McQueen
Architecture Domain Leader W3C

Patrick Gannon
President and CEO OASIS

Building a Web Services Foundation *two-day program comprises a variety of session formats each designed to add to the richness and value of the conference. Together they provide a comprehensive and practical analysis on the state of Web services technology. All components are open to all conference participants.*

GENERAL SESSIONS

We've taken the most important and pressing issues surrounding Web services and created sessions which look at these topics from the individual perspectives of the groups who are most involved in Web services strategy, implementation and development.

Each General Session topic will be driven by an ISSUE LEADER — people who are operating at the bleeding edge of Web services technology, and creating real world-class solutions for some of the most progressive IT organizations. They are consultants, systems integrators, scientists, authors and IT executives from large multi-national end-user organizations — all experts who will lead you through their chosen topic. They'll provide you with invaluable insight on the most important issues looming on the Web services horizon — from your perspective, whether you're participating as an IT Executive, an Infrastructure Manager or as a Development Manager.

CASE STUDIES

Nothing beats the lessons of real-life. So we're packaging two examples of Web services in action into case study presentations. You'll hear about the circumstantial background, the development and deployment process, the vendor interaction, the problems, the pitfalls – and ultimately the results. *See page 11 for details.*

VENDOR STRATEGY SESSIONS

Making the promise of Web services come true requires that vendors chart a course that balances standards adoption with competitive positioning. In these sessions we'll take a hard look at what the leading vendors are doing to keep that balance. *See page 12 for details.*

VENDOR DEMOS

Technical representatives from the sponsoring organizations will be on hand to demonstrate their latest products and services, and discuss what's new and what's next. Their participation is intended to enhance the educational program components, and to enrich your understanding of current Web services standards, options and technical challenges.

"Enterprises interested in the use of Web services should learn from the examples of early adopters."

Gartner, September, 2002

WEB SERVICES STRATEGIES

For forward-thinking IT organizations around the world, the fundamental question is no longer "why Web services?" The potential benefits are too well documented, and the move toward a Web services-based architecture for all major software and systems providers is already inexorable. Instead, the discussion must begin to focus on how and when to implement. The answers will be different for every organization, as each assesses its own readiness, and the readiness of its strategic platforms and tools vendors — even the readiness of the industry itself to commit to emerging standards for interoperability.

These breakout sessions will examine the business and technical issues driving companies to assess Web services platforms as the basis for their future applications deployment. The sessions will offer an overview of new ways to mitigate interoperability, vendor reliance and scalability issues of the past, with an emphasis on providing a reality check against the rampant hype that inevitably accompanies a paradigm shift of this magnitude.

ISSUE LEADER

Bill Evjen is a Web services specialist and Technical Director serving in the office of the Chief Scientist for the international news and financial services company Reuters. Based in St. Louis, he is also executive director and a founding member of the International .NET Association (INETA), which represents more than 50,000 members worldwide.

IT EXECUTIVE SESSION

Speaker: MICHAEL BARRETT, President, Liberty Alliance Management Board

This session will provide top IT executives with a detailed understanding of Web services fundamentals, from defining XML and its role as the "lingua franca" of Web services, to unraveling the grudge-match mentality among competing vendors of products that are ostensibly designed to facilitate open interoperability in a multi-vendor environment. You'll come away with the insight, information, awareness and analysis you need to make the right decisions and create a winning Web services strategy for your organization.

IT AND NETWORK MANAGER SESSION

Speaker: DOUG KAYE, Author and IT Strategy Consultant

National studies of top IT managers indicate that when it comes to assessing potential Web services roadblocks in their organizations, bandwidth concerns are second only to security-related misgivings. This session will provide the tools for creating an accurate model of the impact a major move to a Web services solution will have on your existing systems. Armed with this knowledge, you'll be ready to formulate a strategic approach to developing and managing infrastructure resources that can successfully support a scalable and dependable Web services framework.

DEVELOPMENT MANAGER SESSION

**Speaker: MARK HERRING, Senior Director, Java, Web Services and Tools Business
Sun Microsystems**

While the Web services paradigm is a logical extension of conventional large-scale applications development beyond the enterprise, it brings with it many new technologies and methodologies that may fundamentally change the process for planning and deploying corporate development resources. This session will address specific technical challenges, such as moving from traditional "event-driven" development to a more component-based approach, and potential difficulties in maintaining quality and revision control of Web services applications.

STANDARDS ROADMAP

The success or failure of Web services as an integration technology ultimately depends on how closely companies adhere to the standards Web services are built on. As the specifications are expanded to cover things like security and transaction coordination, the complexity will increase along with likelihood of vendors deviating from the standards.

These sessions will look at the current state of the key Web services enabling standards; including XML, SOAP, WSDL, and UDDI. For each, we'll discuss their role in building and consuming Web services and review the ownership and direction of each standard. We'll review emerging specifications — WS-Security, WS-Transactions, WS-Routing, and WS-Coordination — that will shape the future of Web services, as well as how industry-leading vendors plan to support them with future versions of their products.

ISSUE LEADER

Jon Rauschenberger is Director of Technology for Clarity Consulting, an e-business and technology consulting firm based in Chicago. He has designed and implemented large-scale systems ranging from real-time stock trading applications to e-commerce sites that process millions of page views per day. Jon is a frequent author of technical articles and white papers for national publications.

IT EXECUTIVE SESSION

Speaker: ANDY SWEET, Web Services Security Technical Committee, OASIS

The hype surrounding Web services rivals what we saw when the World Wide Web first became a mainstream technology. If you believe the predictions, Web services are poised to radically change the way companies design, implement, and buy software. In this session, we'll cut through the hype and give you an honest analysis of the state of Web services adoption today and realistic predictions of where it will go in the next two to five years.

IT AND NETWORK MANAGER SESSION

Speaker: DON LECLAIR, Vice President, Office of the CTO, Computer Associates

Part of the beauty of Web services architecture is that it leverages existing investments in building out an infrastructure to handle traditional Web applications. Using HTTP as the primary transport protocol enables Web services to take full advantage of your existing load balancing, encryption, and authentication mechanisms. It is, however, crucial for IT and network managers to understand the challenges of introducing Web services to existing environments. In particular, we'll take a look at the risks Web services present to the security and stability of your network and servers, and how standards efforts are attempting to mitigate those risks.

DEVELOPMENT MANAGER SESSION

**Speaker: WINSTON BUMPUS, Chairman,
Management Protocol Technical Committee, OASIS**

Web services can remove many of the limitations that architects and developers have struggled with when designing and implementing large-scale systems. No longer constrained by platform and development tool choices, you are free to pick the best tool for the job without worrying about how to integrate disparate systems. In this session, we'll focus on issues such as designing Web services that scale and perform well, how to partition your applications using Web services, and issues associated with getting Web services tools from multiple vendors to work together.

WEB SERVICES PLANNING

The value proposition driving Web services adoption is predicated on the ability to tightly integrate business processes with suppliers, partners, customers, and other entities outside the corporate firewall. The potential rewards of this integration are enormous, and so are the risks. To eliminate the risks and reap the rewards requires a meticulous plan for migration to a Web services architecture, founded upon a thorough understanding of the technologies and how they are evolving based on standardization and best practices developed by early Web services adopters.

These sessions will describe how Web services will gain strength in the ability to handle security, transactions, reliable messaging, and public routing of messages in a way that smoothly interoperates among disparate vendor platforms. The impact of likely changes to Web services technology and supporting standards will also be discussed.

ISSUE LEADER

Don Awalt is founder and CEO of RDA, an IT consulting firm based in Maryland. He was named the Ernst & Young Entrepreneur of the Year in Computer Systems for Maryland in 1997. Prior to RDA, Awalt held positions as programming manager for General Instrument Corp.; VP of development for Muse Software; and director of IT at Texas Instruments.

■ IT EXECUTIVE SESSION

Speaker: PETER GASSNER, Vice President and General Manager PeopleSoft Technology

No integration plan can succeed without the buy-in of top management. To provide the necessary support structure for a successful migration to Web services, IT executives need a complete picture of how the technology will impact costs, efficiency and growth of their organization. This session will examine the migration experiences of real-world companies, and the degree to which early Web services implementations are providing measurable value today. It will also address the adoption rate of Web services, and explore issues that could accelerate or hinder future acceptance of evolving Web services standards and applications.

■ IT AND NETWORK MANAGER SESSION

Speaker: ERIC PULIER, Chairman and CEO, Digital Evolution

This session will introduce infrastructure managers to the essential components of a successful Web services implementation, providing a clear understanding of how adoption will affect your organization. This will include a detailed description of the specifications that are defining the evolution of Web services applications into secure services that support reliable transactions. The session will also cover the elements of Web services routing, and how to prepare and tune your networks and supported systems to achieve peak performance with this new connected architecture.

■ DEVELOPMENT MANAGER SESSION

Speaker: REX BROOKS, Vice Chair, HumanMarkup Technical Committee, OASIS

This session will introduce development managers to the evolving components of Web services and how they work together to define this new architecture for enterprise development. An in-depth review of the various aspects of security – from authorization to authentication and beyond – will serve as a starting point for discussing how to protect Web services transactions, both today and tomorrow. Also on tap will be an assessment of typical architectures and design templates available to support enterprise integration through Web services.

WS-I IMPLEMENTATION

While not yet final, the WS-I organization has made clear the content of its first deliverables, including the Web services Basic Profile and best practices designed to facilitate Web services interoperability. Now the hard work begins. End-user companies will look to implement these recommendations in their environments in a way that minimizes disruption, while vendor companies must design tools to allow developers to fully implement the specifications. Moving to WS-I-compliant systems may require significant infrastructure upgrades. How real is the interoperability that WS-I promises and how much work will be required to achieve it?

These sessions are designed to help IT policy setters, infrastructure managers, and applications developers understand the implications of WS-I for each of the major vendor-specific Web services platforms, including Microsoft's GXA and .Net, IBM's WebSphere, and Sun's SunONE initiative.

ISSUE LEADER

Bruce Backa is CEO of CriticalSites, an IT consulting firm providing development and integration services to medium and large client companies worldwide. He has held the positions of Director of Technology and Business Research for the American Stock Exchange (AMEX) and Director of Technology for American International Group.

■ IT EXECUTIVE SESSION

Speaker: ED COBB, Vice President, Architecture and Standards, BEA Systems

On the face of it, WS-I would seem to be what everyone wants. But is it really that simple? Find out whether WS-I provides specific advantages to particular vendor platforms, and how that could matter to your organization. We'll look at how WS-I impacts the timeline and the bottom line for your company, and ask whether WS-I is good business or just another part of the alphabet soup that top IT managers should leave for the technical staff to handle.

■ IT AND NETWORK MANAGER SESSION

Speaker: ED JULSON, Group Manager, Industry Alliances and Standards for Java, Web Services and Tools Business, Sun Microsystems

WS-I, particularly the WS-I Profiles, can impose a specific set of requirements on your infrastructure. If you want to play, you'll need the right suite of applications, the right operating systems, the right network infrastructure, and perhaps even a new set of tools to measure performance and troubleshoot problems. This session looks at the impact of WS-I on your network and its infrastructure, and helps you understand what and how you may need to change in order to comply with WS-I.

■ DEVELOPMENT MANAGER SESSION

Speaker: KEITH BALLINGER, Chairman, Basic Profile Working Group, WS-I

The WS-I Profiles limit us to specific versions of the SOAP functions and particular XML constructs. Development managers must fully understand what they gain, and what they give up, by sticking with these versions. This session will provide answers to explicit questions about which language versions and API sets to support, how to balance the need for broad interoperability with support for specific functionality, and how to integrate a third-party application or a legacy system that isn't WS-I compliant.

MOVING FROM CONNECTION-ORIENTED ARCHITECTURES TO WEB SERVICES

While client-server architectures used connection-oriented, tightly coupled environments like COM and CORBA, the technology used to build the Internet required a change. The HTTP protocol is based on a stateless request and response model that is in marked contrast to the connected nature of client-server, distributed object systems. As a result, systems were needed that could support a large number of concurrent connections in a short amount of time. The Web services model attempts to weave these two concepts into a computing fabric that maintains the context inherent in a connected system, but provides the scalability available only through platforms based on a disconnected protocol.

In this session, we'll look at the evolution from client-server to Internet to Web services, and the tools and methodologies that companies will use to make the transition successfully.

ISSUE LEADER

Chris Brooks is the Chief Technology Officer for Corillian Corp., a provider of e-Finance software and services such as on-line banking and bill payment. Chris is also a member of the WS-I's Sample Applications Working Group, which is responsible for building applications to serve as working examples for companies planning to implement Web services.

IT EXECUTIVE SESSION
Speaker: DAVE STANTON, CEO, Talking Blocks

This session will focus on the business benefits inherent in a loosely coupled Web services architecture. The current Web services movement will be placed in a historical context to help IT executives understand how this is an evolution, not a revolution. Key topics will include a review of the fundamental differences between connection-oriented and Web services architectures, along with an in-depth look at how and why IT organizations are migrating to Web services applications and platforms.

IT AND NETWORK MANAGER SESSION
Speaker: CHRISTOPHER CASGAR, ebXML Messaging Service Technical Committee, OASIS

The migration to Web services creates a host of new challenges and opportunities within the physical IT infrastructure of the enterprise. Most organizations will need to continue to support legacy environments in addition to Web services. This session delves into how the fundamental deployment differences between connection-oriented and Web services architectures will affect your company's IT infrastructure, including new strategies and tools to assist in the deployment, monitoring and trouble-shooting of Web services.

DEVELOPMENT MANAGER SESSION
Speaker: SIMON C. NASH, CTO, IBM Java Technology

This track will concentrate on development methodologies, environments, and tools needed to move from a connection-oriented architecture to a Web services platform. Discussion areas will include how a connection-oriented architecture differs from the client-server model in terms of design, build, and deployment perspectives. In addition, available toolsets for the construction of Web services applications will be examined, with an emphasis on ensuring interoperability, scalability and security within new and existing applications.

DESIGN PATTERNS FOR WEB SERVICES

Developing software efficiently requires discipline, knowledge and the ability to distill common operations into repeatable patterns. When new technologies such as Web services emerge, it takes time for the software development community to develop base applications that evolve into reproducible design patterns. Fortunately, much of this trail-blazing work has already been done by Web services pioneers.

By looking at the efforts of these early Web services implementers, we can extract design patterns that can be applied to solving business problems in today's enterprise computing environments. First, we will consider what is currently possible with Web services, from acting as a simple communications protocol to providing a robust platform for integrating large-scale applications. Then we will study existing best practices and application design patterns for Web services, tracing them from the design and implementation stage to the management and support of completed Web services applications.

ISSUE LEADER

Ken Spencer is the chief architect for 32X Tech, a technology training and courseware development company based in Lakeland, Florida. In that role, he helps clients design and implement technology solutions, and serves as the company's top technical instructor, working with clients around the world to develop core programming and infrastructure management capabilities.

IT EXECUTIVE SESSION
Speaker: BRENT CARLSON, Vice President of Technology, LogicLibrary

Senior IT executives need to understand how Web services can be used as communications protocols between applications, or to facilitate the integration of discrete applications. This session will provide an overview of key issues and platforms that impact Web services security, performance, functionality and interoperability. The proper development, application and evaluation of design patterns in the Web services development process will be discussed, as well as identification of the issues your developers and system managers will face before Web services can be effectively deployed in an organization.

IT AND NETWORK MANAGER SESSION
Speaker: ROBI SEN, Vice President, Department 13

IT infrastructure must be designed to match the needs of developers as they build applications that seek to effectively meet the business needs of the enterprise. This session will cover the issues you face as a network or IT manager, including what your existing infrastructure will require to support Web services, and features that you should ask your developers to add to Web services applications to make them easier to manage.

DEVELOPMENT MANAGER SESSION
Speaker: PAUL LIPTON, Director and Technology Strategist, Computer Associates

This session will provide a detailed examination of existing Web services design patterns and best practices, based on current implementations and future assumptions. Development issues that will be addressed include how to plan for Web services deployment, how new application design will impact your company's existing data systems, and what you can do to design-in features that scale.

APPLICATION SERVERS

Today's application server architectures are fast becoming primary support systems surrounding the two predominant runtime environments: J2EE and the .NET framework.

As Web services based on these architectures proliferate, it is essential that strategic planners, developers and network and IT managers consider their role in the planning, implementation, development and support of application servers and the systems that rely on them.

These sessions will examine the impact of application servers on the corporate systems and analyze the processes involved in moving to an application server model — one of the key enabling technologies for future Web services adoption.

ISSUE LEADER

Tim Landgrave is founder and president of eAdvantage, a provider of business strategy consulting services to VARs and xSPs. He previously founded IT services firms Vobix Corp. and KiZAN Corp. He serves as a Contributing Editor to TechRepublic's CIO Republic.

IT EXECUTIVE SESSION

Speaker: ASHISH LARIVEE, Senior Technology Evangelist for Web Application Development, Novell exteNd

When companies adopt application server technologies, they are often making a commitment to support multiple, heterogeneous applications that need to share their processing logic in order to encapsulate enterprise business processes. When selecting third-party applications to run in such an environment, it is critical to assess the vendor's ability to support that interoperability — not only now, but for the long haul. This session will help IT executives evaluate their vendors' application server offerings, and the impact of standards, installation and ongoing maintenance.

IT AND NETWORK MANAGER SESSION

Speaker: KERRIE HOLLEY, Distinguished Engineer and IT Architect, IBM

IT Managers must consider how their capacity and availability planning will change when application servers take over a significant portion of the processing logic that formerly resided either in the database or presentation logic. By understanding the features required by their development teams, including load balancing, fault tolerance and connection pooling, they'll be better equipped to support the administration and deployment of application servers in the corporate environment.

DEVELOPMENT MANAGER SESSION

Speaker: HIMAGIRI MUKKALALA, Web Services Architecture Working Group, W3C

The introduction of the application server into the development environment will fundamentally change the way developers create, deploy and support applications. Rather than developing the underlying plumbing to support transactions, connections, object instantiation and other key functions, these will be provided by the application server itself. This session will help developers recognize how these functions can be implemented effectively, and how it will change the way they create next-generation applications.

GLOBAL AUTHENTICATION

One of the biggest obstacles to widespread Web services acceptance is the ability for systems to accurately identify the clients who are attempting to access them. Although there has been considerable work around individual identity management, the bigger problem is identifying an individual who's part of a larger organization. Several competing architectures for enabling a "federated" authentication system have been proposed, but all share the same overarching goals. Each seeks to provide consumers and businesses with a way to securely store personal information, to allow "single sign-on" access to information and services, and to extend that network identity to span all connected devices and platforms.

In these sessions, we'll compare and contrast the current authentication technologies that seek to provide the underpinnings of a global Web services framework, and we'll assess the future potential of industry and vendor initiatives designed to make the authentication process simpler and more secure.

ISSUE LEADER

Dr. Phillip M. Hallam-Baker, C.Eng. FBCS, is an internationally recognized expert on electronic security and authentication technologies, and a co-author of the Web services Interoperability Organization's (WS-I) WS-Security specification. He is principal scientist at Mountain View, Calif.-based VeriSign Inc..

IT EXECUTIVE SESSION

Speaker: JOHN MCDOWALL, Vice President, Engineering, Chief Technology Officer, Grand Central

The importance of security in our private and public information infrastructure can hardly be overstated. Government, societal and business pressures are mounting to ensure that the nation's critical data systems cannot be compromised. At the same time, individuals are increasingly concerned over potentially intrusive technologies that whittle away at their privacy. It is of paramount importance for IT policy setters to gain an understanding of federated environments and what they mean to your company and its employees, partners and customers.

IT AND NETWORK MANAGER SESSION

Speaker: MARK FOSTER, CTO, Neustar

The process of designing an infrastructure to support global user authentication is an increasingly significant part of the IT manager's role. The implications of accurately identifying and eliminating potential points of weakness go far beyond dictating your company's ability to remain competitive in the highly interconnected Web services marketplace of the future. In this session, network and infrastructure managers will learn how WS-Services and related technologies could impact their company's vital support systems, and assess how resource plans will be affected.

DEVELOPMENT MANAGER SESSION

Speaker: KERRY CHAMPION, Founder and President, Westbridge Technology

The changes in development methodologies that will allow secure external access to internal company systems are profound — affecting interoperability, infrastructure-level applications, databases, and services. In this session, we'll help development managers analyze vendor solutions and tools for single sign-on authentication processes, and how to balance the interoperability needs of evolving Web services infrastructure with core security capabilities and functions while providing the ease of access necessary for increased productivity.

ROI OF WEB SERVICES

Assessing the potential return on investment is probably the first question that any corporation must consider before investing in Web services. It may be the hot technology that has everyone talking — but that's not enough to convince large corporations to pour resources into it. How much will companies have to invest to implement Web services? How will they measure the payoff?

Only a few organizations realize that ROI is about more than just technology. There is always a set of business and personnel factors which can profoundly alter the equation. Technology alone will not produce the quantifiable results and benefits as projected in any ROI matrix or calculation. These sessions will examine the business factors — including the speed of rollout, systems adoption rate, and more — that play a critical role in determining the final ROI. You'll be able to use the information provided here to determine your company's potential return on a significant investment in the Web services paradigm.

ISSUE LEADER

Gunjan Samtani is Divisional Vice President, Information Technology at UBS PaineWebber, one of the world's leading financial services firms. He has several years of experience in the management, design, architecture, and implementation of large-scale EAI and B2B integration projects. He is a coauthor of "Web Services Business Strategies and Architectures."

IT EXECUTIVE SESSION
Speaker: DR. SANJIV GOSSAIN, Chief Technology Officer, NerveWire

The ROI for both new and existing Web services projects is not a single-dimensional function of cost reduction. It has to account for multi-dimensional factors related to operational costs, including changes in business activities, growth, efficiency and productivity. Based on direct and indirect costs and revenue factors, we will present a key base financial and technical model to calculate the ROI for Web services technology, which will be applicable for companies of all sizes and sectors.

IT AND NETWORK MANAGER SESSION
Speaker: PHIL WAINEWRIGHT, CEO, Procullux Ventures

The success of Web services within any company will be determined by two critical factors: How well it has leveraged existing investments in corporate infrastructure, and how well it has ensured flexibility for the future. Companies that base their Web services implementation strategy on these two factors and choose a solution that meets these requirements — without compromising security, scalability and performance — will be the winners in long run.

DEVELOPMENT MANAGER SESSION
Speaker: JOHN KIGER, Director, Web Services Strategy, BEA SYSTEMS

In any organization, it is easy to find "silos" of activity within the IT department. There is hardly any interaction within these independent groups, leading to the development and maintenance of duplicate code and applications. The existence of these silos significantly increases the operational costs of the IT department. This session will address the potential of Web services technology to enable software development automation, and to enhance the role of application service providers.

Web services need to be understood not merely in theory, but in practice. The Web services model may still be evolving, but there are valuable lessons to be learned from examining the experiences of early adopters. The following case studies will give you a unique perspective inside two Web services projects — from design and deployment methodologies to tool choices to assessing business ROI.

WEB SERVICES DEPLOYMENT POST-MORTEM
Presenter: GEORGE NAVARRO, Product Line Sales Manager, RAD Products Group, Borland Software Corporation
Presenter: ALAIN "LINO" TADROS, President and CTO, Kazoo Software Inc.

This session will delve into the initial phases of a full-scale Web services implementation, from resource and development planning, to cost justification and tool selection. Hear about the business requirements that resulted in choosing a Web services application architecture over a traditional object-oriented approach, then get an inside look at the rationale behind the selection of a particular vendor-driven Web services solution. What were the unique challenges in application design, and how did that drive the choice of development tools and methodologies? Find out exactly what lessons were learned during the development and testing phase of this real-life, enterprise-scale Web Services application deployment project.

About the Solution
Colliers International, the world's largest commercial real estate organization, needed a better process for brokers to access, complete and print mission-critical reports of property data. Consulting firm, Kazoo Software Inc., using Borland® Delphi™ development environment transformed Colliers' intranet to incorporate new COM-based solutions and leveraged Web Services to cut data search time from 14 to 1.7 seconds. In addition, the resulting solution supports wireless devices. Software developers were able to significantly reduce development time and Colliers' brokers have been thrilled with the flexibility and productivity of the resulting solution. Representatives from Colliers Inc, Kazoo Software and Borland will share key lessons and recommendations.

BEST PRACTICES FOR WEB SERVICES: A CASE STUDY
Presenter: ED ELZE, jStart Program Manager, Emerging e-business Technologies, IBM

As the hype around Web services ebbs and companies confront the challenges of early adoption, business entities are now demanding best practices to aid them in their technology adoption efforts. Based on the collective experience of IBM e-business solution architects, this session will explore a detailed case study of a real-world customer solution in which Web services played a role. Throughout the course of this session, six questions are asked that help guide the audience through the design and decision process:
• What is the business objective?
• What general Patterns for e-business does the solution implement?
• What is the logical architecture of the application?
• How, where and why were Web service technologies used?
• What specific benefits were realized through the use of Web services?
• What was learned (positively and negatively) about the technologies and methodologies

The scramble is on among leading enterprise IT vendors to plant their flags in the Web services landscape and establish themselves as major stakeholders in the coming wave of corporate application development. This jostling for position offers both promise and risk for enterprise customers.

The promise is tied to preferential terms and treatment as vendors attempt to woo large customers into their respective camps. The risk involves choosing a vendor-driven architecture that falls short of its mainstream goals and ultimately fails to deliver on assurances of global interoperability, bullet-proof security, ease of deployment and other critical criteria.

In these sessions, we'll examine the strategies and product offerings of the leading Web services vendors, focusing on how their products and platforms address key areas such as integration, interoperability, security and authentication.

INTEL: WHY WAIT? USING WEB SERVICES NOW TO INCREASE WORKFORCE PRODUCTIVITY

Speaker: **CHRIS THOMAS, Chief Strategist & Director of Strategic Initiatives, Solutions Market Development Group, Intel Corporation**

Mr. Thomas will discuss the changes to the enterprise as we tran-sition to the next generation Internet as characterized by wireless connectivity, seamless mobility, service-oriented application archi-tectures (aka Web Services), increasing bandwidth, and a more stable, safe and flexible Internet infrastructure. Adapting to these technological innovations will be a challenge for businesses, but one that will offer unprecedented opportunity for increased productivity in every aspect of business, including research, product design, manufacturing, value chain logistics, marketing, as well as customer, partner and employee relationship management. Mr. Thomas will showcase examples from F500 corporations where web services are being deployed today to deliver increased productivity such as a 70 percent reduction in the labor of call center personnel and a 20-hour per month time savings by automating drudgery out of regional sales managers' activities.

RALLYING UNDER THE SUN ONE BANNER

Speaker: **MARK HERRING, Senior Director, Java, Web Services and Tools Business, Sun Microsystems**

The Sun Open Network Environment (SunONE) Web services product portfolio is a blending of technologies that reside under the Sun corporate umbrella, including the company's Solaris operating system, SunONE Studio (formerly Forte Tools), and the SunONE Infrastructure Software (formerly iPlanet) e-commerce platform. Sun is narrowing its focus to target what it calls "smart" Web services, which are designed to support a high degree of customization and personalization. Like IBM, Sun's nominal ally against Microsoft, Sun is placing its hope on supporting fully open interfaces — of course, it all comes with a healthy dose of Sun's own homegrown Java architecture. most importantly, you'll know how to apply emerging technologies to dynamic e-business architectures.

APPLYING WEBLOGIC TO WEB SERVICES DEPLOYMENT

Speaker: **MICHAEL ABBOTT, President, BEA User Group (Silicon Valley chapter)**

As a market leader in the application-server software category, BEA has set out to extend its foothold in B2B transaction process-ing into the Web services marketplace with an architecture based on its WebLogic E-Business Platform which contains WebLogic Server, WebLogic Collaborate, and WebLogic Process Integrator. The company's vocal support for UDDI, WSDL, SOAP, electronic business XML (ebXML) and other technologies has placed it at the center of critical standards initiatives.

WORKING WITHOUT A .NET: CONSTRUCTING AN OPEN SOURCE WEB SERVICES SOLUTION

Speaker: **BRIAN SCHENKENFELDER, President, n+1, Inc.**

One of the most interesting — and potentially risky — alternatives to a vendor-based approach to implementing Web services is a "vendor-less," Open Source strategy. This session explores which products — both of the Linux-based commercial variety and those existing solely in the public domain — can be utilized to "roll your own" Web services environment independent of the major soft-ware vendors. Do potential cost savings outweigh the support and development headaches that can accompany a completely Open Source-based implementation?

IBM'S WEBSPHERE OF INFLUENCE
LEVERAGING EMERGING TECHNOLOGIES IN BUSINESS

Speaker: **JEFF RESER, Program Director, Emerging Technologies Marketing, IBM**

Leveraging emerging technologies in business integration is absolutely critical to establishing and planning for a successful dynamic e-business architecture. In this session learn about the potential aches and pains involved in various aspects of business integration while bridging the "science" of emerging technologies and open standards to a high-level view of an architecture that makes business sense. Hear about existing and the up-and-coming technologies and how they can be translated into real business value. Understand the enhancements in WebSphere that enable these new technologies. Two of the focus areas of this session are Web services and grid computing. You'll leave the session with a better understanding of IBM's integration strategy mapped to cross-brand offerings, along with a framework that maps emerging technologies to business integration issues. Finally, and perhaps most importantly, you'll know how to apply emerging technologies to dynamic e-business architectures.

"GOT .NET?"

Speaker: **SCOTT STANFIELD, Microsoft Regional Director for Silicon Valley CEO, Vertigo Software**

Microsoft's release of the sweeping .Net Services platform and Visual Studio.Net development environment represents a massive investment in their vision for a Web services-based future. Their game plan is to provide an architecture that can support the de-livery of content, commerce, financial and other services over a variety of devices, ranging from cell phones to PCs and handhelds, employing a global network of web servers to house all manner of individual and corporate information. Can .Net fulfill the pro-mise of complete and open interoperability between corporate systems, in spite of Microsoft's tendency to place a proprietary wrapper around its products?

SESSIONS SCHEDULE BY DAY   subject to change

	IT Executive Track	IT Manager Track	Development Manager Track
PRE-CONFERENCE DAY Monday, December 9, 2002			
4:00pm - 7:00pm	Registration		
5:30pm - 7:00pm	Welcome Reception		
DAY 1 Tuesday, December 10, 2002			
7:00am - 8:00am	Continental Breakfast		
8:00am - 9:00am	**Keynote Interview:** Prasad Rampalli, Intel and Dan Farber, ZDNet.com		
9:00am - 10:00am	**Thought Leader Roundtable:** Wanted - Web Services Standardization		
10:00am - 10:15am	Refreshment Break		
10:15am - 11:00am	Web Services Strategies	Web Services Planning	Standards Roadmap
11:00am - 11:45pm	WS-I Implementation	Design Patterns for Web Services	Moving from Connection-Oriented Architectures
11:45am - 12:30pm	Web Services Planning	Standards Roadmap	Web Services Strategies
12:30 - 2:00pm	Luncheon and Solutions Showcase		
2:00pm - 2:45pm	Standards Roadmap	Web Services Strategies	Web Services Planning
2:45pm - 3:30pm	**Vendor Strategy Sessions**	• Intel: Why Wait? Using Web Services Now to Increase Workforce Productivity • Rallying Under the Sun ONE Banner	
3:30pm - 4:00pm	Refreshment Break and Solutions Showcase		
4:00pm - 4:45pm	Moving from Connection-Oriented Architectures	WS-I Implementation	Design Patterns for Web Services
4:45pm -5:30pm	**Vendor Strategy Sessions**	• Applying WebLogic to Web Services Deployment • Working Without a .NET: Constructing an Open Source Web Services Solution	
6:00pm - 7:30pm	Networking Reception and Solutions Showcase		
DAY 2 Wednesday, December 11, 2002			
7:00am - 8:00am	Continental Breakfast		
8:00am - 9:00am	**Keynote Interview:** Dr. Robert Sutor, IBM and David Berlind, ZDNet.com		
9:00am - 10:00am	**Case Study:** Web Services Deployment Post-Mortem		
10:00am - 10:15am	Refreshment Break		
10:15am - 11:00am	Application Servers	ROI of Web Services	Global Authentication
11:00am - 11:45am	**Vendor Strategy Sessions**	• IBM's WebSphere of Influence – Leveraging Emerging Technologies in Business • Got .NET?	
11:45am - 1:15pm	Luncheon and Solutions Showcase viewing		
1:15pm - 2:00pm	Design Patterns for Web Services	Moving from Connection-Oriented Architectures	WS-I Implementation
2:00pm - 2:45pm	Global Authentication	Application Servers	ROI of Web Services
2:45pm - 3:00pm	Refreshment Break		
3:00pm - 3:45pm	ROI of Web Services	Global Authentication	Application Servers
3:45pm - 4:30pm	**Case Study:** Best Practices for Web Services		
4:45pm	Conference Close		

SPECIAL EVENTS FOR ALL ATTENDEES

A key benefit of attending this conference is the opportunity to interact with your peers – and a chance to meet fellow TechRepublic and Builder.com members. The schedule includes several opportunities to network in a relaxed, informal atmosphere.

Welcome Reception – *Monday, December 9th*
CNET Networks, TechRepublic and Builder.com invite you kick off the conference with an evening welcome cocktail reception at the Hotel Nikko San Francisco.

Networking Reception – *Tuesday, December 10th*
Mingle with fellow attendees and speakers while viewing the latest tools and products for Web services in the Solutions Showcase.

Breakfast and Luncheon –
Continental breakfast and lunch will be served both days.

SPECIAL REGISTRATION RATES FOR TECHREPUBLIC AND BUILDER.COM MEMBERS

TechRepublic and Builder.com are pleased to offer their members a special conference discount in recognition of their involvement in and importance to the TechRepublic and Builder.com communities. Members may take an additional $200 off the conference registration fee – either the Early Bird or Regular registration rate. Please check the appropriate box on the registration form or, on the web, go to the special members area of Registration.

REGISTRATION PRICING

All registration fees include the following:

- Conference Materials
- Access to all meal functions and receptions
- Access to all keynotes, roundtable, general and vendor sessions, and case studies
- Access to the Solutions Showcase

	TechRepublic/ Builder.com Members	Non- members
Register through December 6, 2002	$1,295	$1,495
Register after December 6, 2002	$1,495	$1,695

SPONSORSHIP OPPORTUNITIES

If your organization is interested in becoming a corporate sponsor of **Building a Web Services Foundation**, please call or email today. Contact: **Peter Bowes, Vice President of Sales at 617.225.3502 or email peter.bowes@cnet.com**

CONFERENCE HOTEL
Hotel Nikko San Francisco
Located in the heart of the city just steps from Union Square, and only 30 minutes from San Francisco and Oakland International Airports, the Hotel Nikko San Francisco offers maximum convenience and comfort to the business traveler. The property features a full service Business Center, sports and fitness facility including a swimming pool, and a host of other amenities and services.

Save on Hotel Accommodations
Building a Web Services Foundation has secured a discounted hotel rate at the Hotel Nikko San Francisco for all conference attendees. Take advantage of these special rates while they last.

Rate: $179 Single/Double

Call Hotel Nikko Reservations at:
415-394-1111
Meeting Code:
CNET Web Services Conference

ENABLED ENTERPRISE SERIES
Building a Web Services Foundation is part of The Enabled Enterprise series. Produced by CNET Networks, the series features in-depth conferences covering the most critical and current issues facing enterprise IT professionals at all levels. Additional conferences are currently under development.

THE ENABLED ENTERPRISE SERIES

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**Building a
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REGISTRATION FORM

December 10 – 11, 2002
Hotel Nikko
San Francisco, California

TO REGISTER, PLEASE COMPLETE SECTIONS 1-3.
Note: Registrations must be accompanied by full payment to be processed.
For additional registrations, please make a copy of this form.
(Each registration MUST be filled out separately.)

STEP 1: NAME AND ADDRESS

Name
Title
Company
Address
Mail Stop/Suite #
City
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Zip/Postal Code
Country
Phone _____ Fax _____
E-Mail
Approving Manager

REGISTRATION POLICIES

Restrictions: Recording devices and cameras, still or video are prohibited. Attendee consents to any recording of any event by CNET Networks or its designees. Persons under the age of 18, including infants are not permitted in the Conference.

If you require special assistance covered under the Americans with Disabilities Act, please call 781-821-6754 or email conference-info@cnet.com by Friday, November 8, 2002.

Cancellations, substitutions and refunds policy: Should you be unable to attend for any reason, please fax a written notice to Building a Web Services Registration at 781-821-6753. For notices received by November 8, 2002, your registration fee will be refunded, less a 20% non-refundable processing fee; for notices received after November 8, 2002, and before December 6, 2002, your registration fee will be applied, less a 20% non-refundable processing fee, towards a future CNET Networks event. No credits are given for late notices or no shows. Substitutions of registered attendees may be made, provided that written notice is received by December 6, 2002. CNET Networks reserves the right to revoke any registration, and in that event will return 100% of the registration fee. If for any reason this event is cancelled, CNET Networks does not accept responsibility for covering air fare, hotel, or other costs incurred.

Program Changes: Building a Web Services Foundation show management reserves the right to make changes in the program and speakers or to cancel sessions if conditions beyond its control prevail. Consult http://webservicescnetworksevents.com for the most current information.

**For faster registration, go to http://webservices.cnetnetworksevents.com
and enter your Priority Code.**
MAIL: Building a Web Services Foundation Registration, c/o Expo International, 110 Shawmut Road, Canton, MA 02021-1411 USA.   **FAX:** 781-821-6753 • **PHONE:** 781-821-6754

STEP 2: ATTENDEE PROFILE Must be fully completed for processing.

What is your principal job function?
(please check only one)

IT-Related Functions

1A	Executive Technology Strategist (CIO, CTO, CSO, VP IT/IS/MIS)
1B	Manage/Direct IT Department
1C	Network/System Administration
1D	End-User or Desktop Support
1E	IT/End-User Training
1F	IT Consulting
1G	Web Development/Design
1H	Other Application Design
1I	Software/Applications Development
IJ	Other IT Focus

Non IT-Related Functions

1K	Executive Management
1L	Accounting/Finance
1M	Human Resources/Personnel/Training
1N	Legal
1O	Manufacturing/Distribution
1P	Research & Development
1Q	Sales/Marketing/Business Development
1R	Other

What is the primary business activity of your organization?

2A	Aerospace/Manufacturing & Process Industries (Other than computer-related)
2B	Banking/Finance/Accounting/Securities/Brokerage
2C	Business Services/Consultant (Non-Computer)
2D	Communication Carrier/Transportation/Utilities
2E	Computer Manufacturer (Hardware, Software, Peripherals, etc.)
2F	Computer-Related Retailer/Wholesaler/Distributor
2G	Computer/Network Consultant
2H	Construction/Architecture/Engineering
2I	Data Processing Services
2J	Education
2K	Federal Government (including Military)
2L	Insurance/Real Estate/Legal
2M	Internet Access Providers/ISP
2N	Marketing/Advertising/Entertainment
2O	Medical/Dental/Healthcare/Pharmaceutical
2P	Research/Development/Lab
2Q	State/Local Government
2R	VAR/VAD/Systems or Network Integrators
2S	Web Development/Production
2T	Other

Total number of employees in your entire organization, including all its branches, sub-divisions and subsidiaries?

3A	20,000+		3E	500 – 999
3B	10,000 – 19,999		3F	100 – 499
3C	5,000 – 9,999		3G	1 – 99
3D	1,000 – 4,999			

What is your primary role in the purchase of web services infrastructure platforms and tools?

4A	Decision-maker		4D	Influencer
4B	Specify		4E	No Role
4C	Recommend			

What is the highest level for which you specify, recommend, influence, buy or approve the purchase of Web services infrastructure platforms and tools?

5A	More than one company
5B	Entire enterprise
5C	Department or division at more than one location
5D	Entire location
5E	Multiple departments at one location
5F	A single department
5G	Not involved in purchasing

STEP 3: FEES AND PAYMENT

Please check one:	○ TechRepublic/ Builder.com Member	○ Non-Member
Through December 6, 2002	○ $1,295	○ $1,495
After December 6, 2002	○ $1,495	○ $1,695

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Payment in U.S. funds must accompany this form. Registrations without payment will be returned. To pre-register, this form must be received in our offices by NO LATER THAN DECEMBER 3, 2002. After this date, your must register on site.

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GENERAL SESSIONS, KEYNOTES AND THOUGHT LEADER ROUNDTABLE:
Gain practical, ready-to-implement information on the critical business and technological issues of web services — from the leading analysts in the web services space.

CUSTOMIZED CONFERENCE TRACKS
Target your requirements with:
- Business and strategic issues for **IT EXECUTIVES**
- Infrastructure and deployment issues for **IT AND NETWORK MANAGERS**
- Tool and design issues for **DEVELOPMENT MANAGERS**

CASE STUDIES
Evaluate the results and lessons from real-world web services projects under taken by early adopters.

VENDOR STRATEGY SESSIONS
Get critical, up-to-the-minute knowledge on leading vendors to help you make the best product and platform choices.

SOLUTIONS SHOWCASE
See demonstrations of the latest web services technologies and talk to vendors about your specific needs.

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