XML FOR INFORMATION RESOURCE MANAGERS

Unleashing the Power of Your Data and Applications

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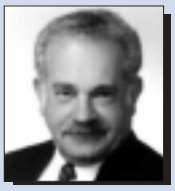
October 27–29, 1999 ◆ Wyndham Anatole Hotel ◆ Dallas, Texas

Conference topics include:

- Intro to XML for Data Management
- What Does XML Mean for e-Business?
- Enterprise Application Integration
- Dynamic Data Modeling
- Information Re-Use
- XML Metadata Interchange (XMI)
- Metadata Models for XML (CWM and OIM)
- XML Query Language (XQL)
- Engineering Enterprise Portals
- How XML Can Leverage Legacy Systems
- Major Vendor Strategies
- User Experiences…*and more!*

Discover why the *Extensible Markup Language* will dramatically change corporate data and application management and how corporate IT professionals need to prepare for this revolution.



Clive Finkelstein, Managing Director, Information Engineering Services Pty Ltd

Dana Gardner Editor At Large, InfoWorld

Sridhar Iyengar Chair, OMG Object Analysis and Design Task Force and Unsisys Fellow

Philip Russom Director of Business Intelligence Service, Hurwitz Group

Ron Shelby Chief Technology Officer, General Motors Corp.

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Dear Colleague,

XML is stealing the headlines, from *InfoWorld* to *Intelligent Enterprise* and even *Forbes*. We've all seen the technology hype cycle before, but don't be quick to dismiss XML as just a passing fancy. Take it with good authority from Clive Finkelstein, one of the world's foremost IT strategists and data management experts when he says:

> "XML offers the greatest benefit to data management professionals. It enables easy integration of relational databases and legacy systems. It seamlessly integrates this structured data with unstructured text, email, reports, graphics, images, audio and video resources. It opens up new application and knowledge management opportunities for the next millennium."

Why Should You be Interested in XML?

XML will enable greater accessibility to corporate information resources, through browsers attached to intranets, extranets, and the Internet. XML will facilitate a standards-based sharing of metadata, reducing data warehouse and application integration headaches, and reducing data redundancy—a major source of data quality problems. In other words, ***XML is a powerful tool for serious business.***

The First Major XML Conference for Corporate Data and Application Professionals

At this watershed event, you'll hear from a world-class line up of expert speakers who'll bring you up to speed and give you answers to all your XML questions. Clive Finkelstein will be teaching a full-day tutorial to provide a solid foundation of XML and how it works, from the perspective of enterprise data management.

At the conference you will hear from Ron Shelby, Chief Technology Officer of the world's largest corporation, explaining why he's such a proponent of XML, and how he's implementing it at General Motors. You'll also learn from Fidelity's VP of Development, Bill Emberton, on the impact of XML in the financial industry and share his lessons of experience as an early adopter of the technology.

We have representatives of the Object Management Group and Meta Data Coalition working groups to help you cut through the acronyms and make sense of the various XML-based standards, like XML Metadata Interchange (XMI), Common Warehouse Metadata (CWM), and Open Information Model (OIM). You'll also hear a panel of major vendors explain how they are supporting XML in their products. Dana Gardner, editor at large of *InfoWorld* will moderate the panel, and will invite you to ask your questions as well. Additional topics include Enterprise Application Integration, Engineering Enterprise Portals, XML Query Language (XQL), how XML can be used to leverage legacy systems, and more.

Reserve Your Place Today

I encourage you to register today. And if you can't make it to the conference, please pass this invitation on to someone in your organization who can. XML is here today, it solves today's problems, and your company's competitiveness may literally depend on it.

Sincerely,

Andrew Everett
Conference Director

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TUTORIAL

Wednesday, October 27

9:00 am – 5:00 pm
(Registration starts at 7:30 am)

An Introduction to XML for Data Management

Clive Finkelstein, Managing Director, Information Engineering Services Pty Ltd

The Extensible Markup Language (XML) is the third great technology of the 1990s moving us into the Information Age—the Internet and Java being the first two technologies. This one-day tutorial seminar for data management and application professionals provides a comprehensive introduction to XML and to the related Extensible Style Language (XSL) and Extensible Linking Language (XLL). It provides a detailed overview that shows how XML uses Metadata to describe the content, structure and business rules of any document or database. No data management professional can afford to ignore XML; knowledge of XML will be essential for your success in the competitive years ahead.

XML is an open architecture metadata capability for integration of structured data in relational databases with data in legacy systems and files. It enables those legacy systems to be migrated seamlessly into future applications. It integrates this structured data with unstructured data in text documents, reports, email, graphics, images, audio and video files to present new application and knowledge management opportunities for the new millennium. For example, XML, XSL and XLL allow the easy integration of dissimilar systems for multiple worldwide customers and suppliers in any industry. It permits the ready integration of those systems, regardless of whether they are legacy systems and databases, current EDI systems or Electronic Commerce.

XML is also used to build Corporate Portals or Enterprise Portals, the next evolutionary step for Data Warehouses and Data Marts. XML sets the technology direction for Metadata, Data Management, Business Rules and Systems Reengineering. XML will become a vital technology for Systems Development.

Tutorial Outline

- What are XML, XSL and XLL? Why are they important? How are they used?
- What is the role of XML in the Internet, Intranets and Extranets?
- How will legacy systems integration be transformed by XML?
- What is the role of CASE tools for XML Implementation?
- Typical XML applications and their use of Metadata.
- What are the business opportunities opened up by XML?
- How is XML used in conjunction with Enterprise Portals?

Audience: CIOs, IT Managers, DAs, DBAs, Business Analysts, Systems Analysts, Application Developers

Clive Finkelstein, *Managing Director, Information Engineering Services Pty Ltd*

Clive Finkelstein, acknowledged worldwide as the "Father" of Information Engineering, is Managing Director of Information Engineering Services Pty Ltd in Australia and the Chief Scientist of Visible Systems Corporation. He is a member of the International Advisory Board of DAMA International and has over 38 years' experience in the Computer Industry.

He is the 1997 recipient of the DAMA Individual Achievement Award, presented to him by DAMA International. His latest book, co-authored with Peter Aiken, is titled: "Building Corporate Portals Using XML" published by McGraw-Hill in September 1999.

CONFERENCE

Thursday, October 28

7:30am Registration and Continental Breakfast

8:30am **Keynote: How the World's Largest Corporation is Using XML**

Ron Shelby, Chief Technology Officer & General Director, Data Management and Warehousing, General Motors Corp.

Ron Shelby manages the data management and data warehousing strategies for General Motors. As Chief Technology Officer he also has broader responsibilties for IT directions throughout the enterprise. During his Keynote presentation, Ron will explain why he is enthusiastic about the adoption of XML and how it will be influential in GM's future IT strategy.

9:15am **XML—Lessons from an Early Adopter**

Bill Emberton, Vice President of Development, Fidelity Systems Company, Architecture Services

The financial industry has already established XML standards and vocabularies, and Bill Emberton leads the application development function within the architecture group at Fidelity Systems Company. As such, he spearheads Fidelity's XML efforts and is in a unique position to offer advice on XML implementation in a mission-critical, high-quality, high performance applications environment. The lessons he has already learned will soon be experienced by managers and developers in other industries. During this presentation he will share his insights and offer some perspectives on how corporate data and application managers need to embrace the exciting opportunities presented by XML.

10:30am **What Does XML Mean for E-Business?—An Analyst's View**

Philip Russom, Director of the Data Warehousing and Business Intelligence Service, The Hurwitz Group

The primary goal of e-Business is to improve efficiency and effectiveness by conducting business electronically. While competitive business goals are primary, the enabling technologies of e-Business may impact how business is conducted, such as requiring changes to corporate culture or a reorganization of corporate structure. Extensible Markup Language (XML) is one of the emerging technologies that enables e-Business. Its rapid adoption by many software vendors and IT organizations is forcing an evolution in certain types of e-Business applications and information systems. This session covers how the adoption of XML is affecting the way that many organizations conduct e-Business.

CORPORATE SPONSORS

UNISYS

The Unisys Universal Repository (UREP) is an industry leading repository based on key industry standards, such as Meta Object Facility (MOF), Unified Modeling Language (UML) and Metadata Interchange Format (XMI). UREP is typically used for Enterprise Asset Management, Component-based Development and Corporate Metadata Management. ***www.urep.com***

Sequoia Software Corporation, developer of Interchange2000, an XML-based interactive portal application. ***www.sequoiasw.com***

11:15am **XML Metadata Interchange (XMI): A Reusable XML Framework for Modeling and Implementing Interoperable E-business Solutions**

Sridhar Iyengar, Chair of Object Management Group's Object Analysis and Design Task Force; Unisys Fellow

XMI - XML Metadata Interchange unifies three key industry standards for repositories and metadata management:

- OMG Meta Object Facility standard for distributed repositories
- OMG Unified Modeling Language for object analysis and design
- W3C XML for web based metadata management

XMI will be used for metadata management in distributed component based applications, data warehousing applications and application integration environments. This session presents an architectural overview of XMI and some concrete examples of how industry leaders are using XMI to integrate their own tool suites as well as integrating with products from other vendors. XMI is a metadata interchange standard proposed to the OMG by Unisys, IBM, Oracle and 25 additional leading software and systems vendors.

1:30pm **How XML Can Pave the Way for Organizations to Re-use Vital Business Information**

Eve Maler, Manager of Solutions Marketing, Arbortext; founding member of the World Wide Web Consortium's XML Working Group.

Business data has many uses within an organization. Internally, it helps quantify productivity, labor costs and sales. Externally, it can provide customers and partners with essential product documentation, marketing materials and service information. XML provides organizations with the ability to make information both portable and accessible by putting data in a structure that enables it to be re-used and published in multiple formats. During this session, learn the business benefits of organizations that leverage the power of XML, including quicker time-to-market with information for customers and the ability to use data to analyze internal information to increase productivity, lower costs, and respond to changes as quickly as possible.

> **"No data management professional can afford to ignore XML; knowledge of XML will be essential for your success in the competitive years ahead"**
>
> *—Clive Finkelstein, Managing Director, Information Engineering Services Pty Ltd*

> **"XML is quickly becoming the lingua franca of electronic business."**
>
> *—Philip Russom, Director of the Data Warehousing and Business Intelligence Service, Hurwitz Group*

2:00pm **Metadata Models For XML Interchange**

Daniel T. Chang, Member of the IBM Data Technology Institute; Chair of the Object Management Group's CWM working group
Brian Welcker, Lead Program Manager SQL Server/Repository, Microsoft; Member of the Meta Data Coalition's OIM working group.

Metadata management and integration has been identified as the number one integration problem in data warehouse management. Data warehousing and decision support often involve the use of a variety of tools and products, each with its own definition and format for metadata. Creating, sharing and managing the metadata for these tools and products is time consuming and error prone. Two different models are emerging to solve this problem.

Common Warehouse Metadata Interchange in XML

This presentation will focus on the use of UML to develop a Common Warehouse Metadata (CWM) specification of shared metadata in data warehousing (e.g., those of relational data resources, multidimensional data resources, data transformations, OLAP, and warehouse process and operation) and the use of XMI to interchange common warehouse metadata in XML. Attendees will learn about:

- The use of UML (Unified Modeling Language) to define metamodels for common warehouse metadata
- The use of XMI to automatically generate DTDs and XML documents for metadata interchange
- The key components and salient features of the CWM metamodel
- CWM and OIM: why can't we have a single metadata interchange standard for data warehousing?

Open Information Model

The OIM is a set of metadata specifications to facilitate sharing and reuse between tools and systems. The OIM is described in UML, organized in easy-to-use and easy-to-extend subject areas including Analysis and Design, Component Description and Specification, Database and Data Warehousing, Business Engineering, and Knowledge Management. Before turning over the technology-independent core model to the Meta Data Coalition (MDC), Microsoft created the OIM with the input and feedback of over 300 partner companies. The first implementation of the OIM shipped in Microsoft SQL Server 7.0 and Microsoft Visual Studio 6.0. Using the XML encoding of the OIM, repository companies including CA/Platinum, Microsoft, Siemens, Softlab, and Viasoft are able to exchange metadata in a platform independent manner.

3:45pm **PANEL: Major Vendors Discuss Their XML Strategies**

How does XML impact their strategy, and what are they doing to support XML in their products? Each participant will give 10-minute opening remarks. This will be followed by moderated discussion and audience Q&A.

Moderator: *Dana Gardner, InfoWorld Editor at Large*
Participants: *XML specialist, CA/Platinum Technology (invited); George Zagelow, XML Program Manager, IBM; XML specialist, Microsoft (invited); Martin Boyd, XML Product Marketing Manager, Oracle; Sridhar Iyengar, Unisys Fellow, Unisys Corp.*

Friday, October 29

8:30am **Reality Check: Where is XML Likely to Deliver on its Promise?**
Stephen Gantz, Consultant, American Management Systems

While industry and vendor claims suggest XML has great applicability to a wide variety of solutions, most "ready for prime time" XML-related offerings are focused on a narrow set of business functions and applications. For corporate information and other data system management, the strong technical lead taken by the electronic publishing industry will pay short-term dividends in the form of implementable solutions such as portals and content management tools. Similarly, recent commitments to XML by leading business-to-business eCommerce vendors suggests that now is a good time to make plans to incorporate XML into the data systems that will drive eCommerce. This session will focus on the set of current data management needs that can be addressed by XML. What attendees will learn:

- What parts of XML are ready for implementation NOW
- Overview of significant software and hardware vendor activity
- How XML fits into an information management strategy
- Ways XML can be applied in eCommerce solutions.

9:15am **Engineering Enterprise Portals: Metadata Engineering in Preparation for XML-based Delivery of Data**
Peter Aiken, Research Director, Information Systems Research Institute Virginia Commonwealth University; Co-author of "Building Corporate Portals Using XML"

Careful analysis and preparation is required in order to prepare for XML-based delivery of data via Corporate Portals. This process is referred to as Engineering Enterprise Portals. Two phases are required when engineering Enterprise Portals: metadata engineering and metadata implementation. This presentation describes the use of the metadata model to guide the metadata engineering in preparation for XML-based delivery. In metadata engineering, logical models representing the "as is" system data are developed by reverse engineering the data. Once derived, this metadata is typically maintained using entity relationship diagrams. Metadata about entity relationship diagrams can be maintained with a many to many association between two metadata entities: LOGICAL DATA ENTITY and LOGICAL DATA ATTRIBUTE. The two metadata entities form the basis of a metadata model that can be used as a structure facilitating the subsequent metadata implementation. Understanding the requirements of metadata engineering is a necessary prerequisite to delivering data via Corporate Portals via XML.

10:30am **XML and Enterprise Application Integration**
Chris Kurt, Managing Consultant, PricewaterhouseCoopers; lead architect for the XML implementation project within the Open Applications Group; Member of the Microsoft BizTalk Steering Committee.

As application infrastructures have become more complex, the need for Enterprise Application Integration frameworks has become critical. Using XML within the integration framework provides significant advantages for information sharing between business systems. However, it does not address all the integration challenges, and more work is required to develop robust solutions.

10:30am *(continued)*

The Open Applications Group is an industry consortium of enterprise application vendors, enabling technology providers, integrators, and customers. The consortium was established to enable and promote interoperability between business applications, including both package and custom products. XML has become a cornerstone of this effort, providing an easy to use, flexible mechanism for exchanging information between business applications.

XML has been used to provide a formal specification for defining the information sharing needs of business applications. This open standard provides an framework for integration, supported by emerging industry efforts, 3rd party solutions, and quickly expanding resource pools.

In this session, you will learn:

- Where XML fits into an overall application integration architecture.
- How XML can be used to integrate business applications.
- What advantages in reliability, implementation speed, and cost savings XML provides.
- Lessons learned from developing DTDs to support application integration.
- Lessons learned from implementing XML-based integration.
- Some of the remaining challenges and issues that need to be addressed when using XML for application integration.

11:20am **XML Makes the Most of Enterprise Application Integration (EAI)**
Coco Jaenicke, XML Evangelist, Object Design, Inc.

Enterprise application integration (EAI) is one of the most compelling applications for XML today. Integrating enterprise applications is about more than just increasing efficiency through automated connections. It is about leveraging the information that corporate systems contain so that the organization as a whole can operate more competitively. Doing so requires looking at your data hub as a knowledge base that can be accessed and extended. XML, because it is standard, flexible and extensible, is the de facto format for corporate information. XML makes it possible to leverage legacy data efficiently and easily, as well to incorporate new information and systems as your business grows.

What you will learn:

- How XML can be used to leverage legacy systems
- How XML's extensibility enables "infinitely flexible" EAI systems.
- How XML "future-proofs" EAI systems through dynamic data modeling.
- Why XML saves money short term and long term

12:00pm **XQL – XML Query Language**
Joe Lapp, Senior Engineer, WebMethods

The XML Query Language (XQL) is a notation for addressing and filtering the elements and text of XML documents. XQL is a natural extension to the XSL pattern syntax. It provides a concise, understandable notation for pointing to specific elements and for searching for nodes with particular characteristics. This proposal was provided in September 1998 to the XSL Working Group as input when considering extensions to the XSL pattern syntax.

12:30pm **Conference Summary & Conclusions**
(close at 12:45pm)

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