J2EE, .NET & Enterprise Application Summit

Extending the potential of your business through Web Services and Integrated Enterprise Applications

18-20 September 2002 – Eden on the Park Hotel, Melbourne

Featuring presentations from:

- ▲ **Multi-Media Victoria**
- ▲ **CSIRO**
- ▲ **The Distributed Systems Technology Centre**
- ▲ **IBM**
- ▲ **Microsoft**
- ▲ **Ovum**
- ▲ **Software AG**
- ▲ **PwC Consulting**
- ▲ **Sydney .NET Users Group**
- ▲ **Hubbub IT Services Victoria**
- ▲ **Accenture**
- ▲ **Yambay**
- ▲ **TIBCO Software**

Independent analysis to help you:

- ▲ Assess whether to use J2EE, .NET or both
- ▲ Determine the legacy, throughput, scalability and interoperability qualities of J2EE and .NET
- ▲ Take advantage of the improved efficiency and reduced costs that Web Services can bring to your business
- ▲ Utilise XML to leverage the integration of your business systems
- ▲ Examine the business case for mobile-enablement of enterprise applications

Book separately for the pre-conference workshop:
Wednesday 18 September 2002

Understanding emerging IT and Web Services technologies and how they impact on business activities

Organised by: IIR *Telecoms and Technology*

J2EE, .NET & Enterprise Application Summit

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Tick	Delegates:	PRICE	GST	Total Price
❏	Conference Only	$1995	$199.50	$2194.50
❏	Conference plus Workshop	$2595	$259.50	$2854.50
❏	Workshop only	$795	$79.50	$874.50

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Register 3 delegates from the same conference and the 4th delegate comes FREE.

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WHEN & WHERE

18-20 September 2002

THE EDEN ON THE PARK HOTEL, MELBOURNE

6 Queens Rd, Melbourne VIC 3000

Tel: (03) 9250 2222 Fax: (03) 9820 9586

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Payment: Once received your place is automatically reserved. Payment is required before the conference.
Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Yes - Please register me for

J2EE, .NET & Enterprise Application Summit

For additional delegates please photocopy this form

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Nature of Business:

DOCUMENTATION

Please email documentation@iir.com.au to see how you can purchase a reference manual full of case studies and success stories.

J2EE, .NET & Enterprise Application Summit

AN EXCELLENT PROMOTIONAL INVESTMENT
This event is an ideal platform to enhance your presence in the market and position your organisation as one of the leaders in your industry.
A variety of opportunities are available. For more information please contact JANINE HIRD ON (02) 9923 5037

Special Requirements: For special arrangements and access information please contact Mary Lou on +61 2 9923 5090
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Cancellations: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a $165 (including GST) service charge, will be made for cancellations received in writing (letter or fax) up to two weeks prior to the event. Documentation and a 50% refund will be sent for cancellations received one week prior to the event. Regrettably no refunds can be made less that 7 days prior to the event. Every effort will be made to contact each enrolee if a program is cancelled. If a program is not held for any reason, our liability is limited to the program fee only.
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J2EE, .NET & Enterprise Application Summit

Extending the potential of your business through Web Services and Integrated Enterprise Applications

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Dear Executive,

'Technology changes far less in the short term than we expect, but it has a far greater impact in the long term than we realise.' Robert X. Cringely

The recent hype surrounding Web Services and Enterprise Application Integration has alerted Managers to the emerging importance that changing enterprise infrastructure architecture will have on the organisation's bottom line. As a professional who seeks to find the most appropriate applications and software platforms for your business needs, you will be concerned with such things as the legacy, scalability, throughput and interoperability of your existing and future business systems.

IIR's **J2EE, .NET & Enterprise Application Summit** is an independent and comprehensive insight into J2EE, .NET and enterprise application platforms to help you determine how you can improve future business processes.

The 2-day conference sets down in laymans terms everything you need to consider when making a decision about your application infrastructure:

▲ **Uncover what J2EE and .NET are and how they will they be of use to your organisation**

▲ **Examine how businesses and software developers are managing J2EE and .NET**

▲ **Learn how to integrate these platforms into your organisation's IT strategy**

▲ **Determine how these platforms assist with Web Services**

▲ **Discover how .NET and J2EE can leverage mobile services**

At this conference you will hear from the major players involved in assessing and developing these platforms including:

CSIRO ▲ Microsoft ▲ Software AG ▲ Hubbub IT Services, Victoria ▲ Sydney .NET Users Group ▲ PricewaterhouseCoopers ▲ Accenture ▲ Multi-Media Victoria

This is your chance to grasp the concepts behind the marketing hype and decide for yourself!

You can also extend your knowledge and decision-making ability by attending the practical half-day pre-conference workshop, **Understanding emerging IT and Web Services Technologies and how they impact on business** led by Michael Hawkins from Software AG.

Use this vital information to formulate practical and workable solutions for your IT business needs. Register today by calling (02) 9923 5090 or fax your priority registration form to (02) 9959 4684, or visit our website at www.iir.com.au/telecoms

Yours sincerely

Alice Stapleton

Alice Stapleton
Conference Manager

PS. This is an ideal opportunity to meet with your peers and discuss how you can enhance the management of your business activities through enterprise application platforms

To register call now! Tel 02 9923 5090 Fax: 02 9959 4684
Email: info@iir.com.au Web:www.iir.com.au/telecoms

Half-Day Pre-Conference Workshop - Wednesday 18th September 2002
UNDERSTANDING EMERGING IT AND WEB SERVICES TECHNOLOGIES AND HOW THEY IMPACT ON BUSINESS ACTIVITIES

Registration will commence at 1.30pm. The workshop will run from 2pm-5pm, with appropriate refreshment intervals.

This workshop will take participants through the new and emerging Web Services technologies and players in the market to assist business managers understand how technology choices made now will impact on the organisation. Subjects to be covered will include:

▲ Examining the standards and layers underlying Web Services

▲ Assessing the relationship and function of UDDI, WSDL, SOAP, XML, TCP/IP, HTTP, etc: What are they, how do they fit in with Web Services, J2EE and .NET and beyond?

▲ Comparison of Web Services with

▲ Web Services for EAI

▲ Examining who's who in the business chain of developers, vendors and suppliers to ensure you make the right choices when you purchase a product

▲ Strategies for implementation

Michael Hawkins, National Product Manager, **Software AG**

ABOUT YOUR WORKSHOP LEADER:

Michael Hawkins is the National Product Manager (Aust/NZ) for Software AG. He has over 20 years experience in the IT industry dealing with enterprise computing issues utilising mainframe, Unix and workstation technologies in both technical and development roles. Michael has used this experience in presenting at seminars and teaching technology courses throughout the world.

For the past five years, Michael has been heavily involved in the integration of enterprise systems with the internet and e-business including the involvement of XML in these environments. He has been advising companies on their use of XML in both relational and native applications.

Conference Day One
Thursday 19th September 2002

8.30 REGISTRATION AND COFFEE

9.00 OPENING REMARKS FROM THE CHAIR

Owen Richards, Manager, ICT Industry Development, **Multi-Media Victoria**

9.10 OVERVIEW: J2EE, .NET AND INTEGRATED ENTERPRISE APPLICATIONS – WHAT ARE THE KEY TRENDS AND EMERGING TECHNOLOGIES AND HOW WILL THEY MAKE A DIFFERENCE TO BUSINESS?

▲ What is J2EE? What is .NET? What are the benefits to business of utilising this middleware?

▲ Assessing who is involved in integration middleware development and how it fits into your business functions

▲ Who are the major players and what are the major differentiators between them?

Jeffrey Gosper, Group Leader Software Architectures and Component Technologies (SACT) R&D Group, **CSIRO**

The Middleware Technology Evaluation (MTE) project, within the SACT group at CSIRO, conducts evaluations of technologies based on real experience to produce independent analysis on competing enterprise middleware. The evaluations focus on performance, coverage/completeness, architecture, productivity, and 'fitness for purpose', to assist enterprises in making the right choices when designing, purchasing, and deploying IT infrastructure.

9.50 ASSESSING THE EFFECTIVENESS OF J2EE AND .NET TO INTEGRATE WITH LEGACY SYSTEMS

Many organisations are still determining whether they choose J2EE or .NET, however there are some organisations developing products that supports both platforms, giving organisations the flexibility to deploy to either platform without starting over. Even those who have made a strategic platform choice for J2EE or .NET know that they cannot dictate or predict what their partners, customers and other third party constituencies will require. This presentation will explore the ins and outs of both platforms and how to wrap them into their existing facilities.

Dr Alistair Barros, Senior Research Scientist/Consultant, Tony O'Hagan, Research Scientist/Developer, **Distributed Systems Technology Centre (DSTC)**

10.50 MORNING TEA

11.10 WHAT ARE THE BUSINESS OBJECTIVES THAT ARE DRIVING THE USE OF J2EE?

▲ What are the advantages of J2EE offerings?

▲ Examining scenarios where J2EE is utilised – including costs, implementation and integration issues

▲ Assessing the development of J2EE in the future

Marc Krisjanous, Technical Specialist, WebSphere Technical team, **IBM Australia/NZ**

11.50 PRESENTATION FROM MICROSOFT ON .NET

▲ Examining how .NET offers all-encompassing business solutions

▲ What are the advantages of using .NET?

▲ Assessing how .NET integrates with existing systems

▲ How will .NET grow in the future?

Greg Stone, Group Manager, .NET Architecture, **Microsoft**

12.30 LUNCH

1.45 TAKING ADVANTAGE OF THE IMPROVED EFFICIENCY AND REDUCED COSTS THAT WEB SERVICES CAN BRING TO YOUR IT PROJECTS

▲ What are 'Web Services' and what do they offer to businesses?

▲ How do J2EE and .NET leverage Web Services?

▲ Identifying the characteristics of Web Services that will improve efficiency for business

▲ How will Web Services impact the existing market of integration brokers and EAI tools?

▲ Assessing the security risks surrounding Web Services, particularly in the B2B space

Christine Axton, Senior Analyst, **Ovum**

2.00 AFTERNOON TEA

2.30 J2EE AND .NET INTEROPERABILITY – OVERCOMING THE TECHNICAL HURDLES TO UTILISE BOTH PLATFORMS

The one certainty concerning the future of enterprise computing is that the two major software platforms, J2EE and Microsoft .NET, will co-exist within organisations and in most application designs. Platform vendors need to ensure interoperable software and services but are challenged to provide truly distributed systems and seamless round-trip transactions. This session covers technical issues and industry developments directed at ensuring cross-platform interoperability of Web services

Michael Hawkins, National Product Manager, **Software AG**

3.10 J2EE ARCHITECTURE AND PRODUCT BEST PRACTICES: DETERMINING THE BENEFITS OF WORKING WITH J2EE

What impact do J2EE architectural and product choices have on your business processes? This presentation will examine the impact and trade-offs associated with:

▲ J2EE component types

▲ J2EE product selection

▲ J2EE deployment and configuration

▲ JVM selection and settings

▲ J2EE performance and scalability (ECPerf)

Paul Brebner, Software Research Engineer, Software Architectures and Component Technologies (SACT) R&D, **CSIRO**

Paul specialises in Object Oriented methods and tools, software processes, requirements analysis, architecture design and evaluation, Java, Enterprise Java Beans, and technology evaluation. He currently contributes to the MTE project J2EE AppServer evaluations, and is researching ebXML, Web Services, and software architectures.

4.00 CLOSING REMARKS FROM THE CHAIR

4.10 END OF DAY ONE AND NETWORKING DRINKS

Conference Day Two
Friday 20th September 2002

9.00 OPENING REMARKS FROM THE CHAIR

Dr Alistair Barros, Senior Research Scientist/Consultant, **Distributed Systems Technology Centre (DSTC)**

The Distributed Systems Technology Centre (DSTC) is a joint venture supported by the Australian Government's Cooperative Research Centres Program and over 24 participating organisations developing the technical infrastructure for tomorrow's enterprise. DSTC conducts world class research, develops software, and provides training and professional consulting services. Key technology areas for DSTC include Workflow, CORBA®, Java™, XML, Distributed Object Middleware, Internet Systems, Knowledge Management, Metadata, Collaborative Computing, GroupWare, Security and Network infrastructure.

9.10 EXTENDED REACH: THE MOBILE-ENABLEMENT OF ENTERPRISE APPLICATIONS

▲ Examining the business case for mobile-enablement

▲ Assessing the mobile technology challenge; devices, communications, EAI and Web Services

▲ Determining how .NET & J2EE can be utilised for mobile applications

▲ Assessing the applications that will be utilised by mobile users and the impact of this on EAI

Will Duckworth, Asia Pacific mBusiness Lead, **PwC Consulting**

9.50 XML WEB SERVICES IN .NET

Web Services provide a rich set of components that communicate using standard Internet protocols and will become key building blocks for the next generation of both Microsoft Windows and Web-based applications. See how to speed your development by plugging Web Services into your own application development projects. This presentation will also examine Microsoft's number one example of .NET web services - called .NET My Services. You will discover examples of how you can architect applications in the future.

Adam Cogan, *Database Services Manager, Superior Software (SSW) & President, Sydney .NET Users Group*

10.50 MORNING TEA

11.20 J2EE STANDARD ENTERPRISE-WIDE WEB APPLICATION FRAMEWORK

This presentation explains why the adoption of a corporate standard Web Application Framework results in reduced development costs and ISV lock-in related risks. The detailed presentation will describe the J2EE Struts initiative (ref: www.apache.org) and provide information on how to write applications that can run in more than one J2EE application server. (eg. WebLogic, Websphere, JBoss)

▲ Front-end development

▲ State and session management

▲ Web Services development

▲ Standards for Web Services and security

▲ Business Process Management/ Workflow

▲ Data Access Layer

Rob Janson, CTO, **Hubbub IT Services Victoria**

Hubbub I.T. Services provide high quality services for the design and development vertical web applications. Hubbub has been delivering commercial web applications since 1995, using the J2EE platform to provide customers with a robust foundation for their businesses to grow on. Hubbub specialises in delivering web applications that allow customers to manage complex inter-company workflows and transactions.

12.00 SELECTING A PLATFORM TO SUIT YOUR ORGANISATION'S REQUIREMENTS

This presentation will discuss how you can identify your organisation's application and technical requirements in order to adopt the right platform.

▲ Examining your organisation's requirements in the future and identifying how you can utilise integrated platforms to improve your business

▲ What are the costs involved in implementation of integrated enterprise application platforms?

▲ Assessing throughput, scalability and cost of implementation

Adam Neat, Manager - Communications and High Technology, **Accenture**

12.40 LUNCH

1.45 DEVELOPING TELCO AND ENTERPRISE GRADE MOBILE COMMERCE APPLICATIONS.

CASE STUDY

Yambay develops software platforms that enables enterprises, network operators and Wireless Internet Server Providers (WISP's) to deliver data and services to a multitude of mobile devices, wireless data networks and back-end systems. Yambay also has a mobile maintenance package (mDrover) that handles both synch and go and wireless push of work orders to field technicians. Customers are finding great benefits in using the product to extend the reach of their ERP system out into the field.

This session will examine the unique technical challenges with developing and deploying mobile commerce applications, explains how Yambay overcame these whilst developing the mDrover product and outlines the business benefits that can be found whilst doing so.

Steve Godding, Founder & Director – Technical Development, **Yambay**

2.30 AFTERNOON TEA

2.50 MEASURING ROI IN ENTERPRISE-SCALE PROJECTS AND INFRASTRUCTURE

In today's economic climate, organisations need to see how value will be added to the top and bottom line before they will justify spending, especially on enterprise-scale projects. This session will cover:

▲ Technology benefits and IT budget breakdown

▲ Business drivers and impact: Time to cash, competitive advantage, customer retention, operational efficiencies

▲ Decision making for strategic solutions and TCO (Total Cost of Ownership)

▲ "Real life" examples

Dr. Karsten Kumpf, Senior Solutions Consultant, **TIBCO Software Inc.**

3.40 TESTING SCENARIOS TO AVOID OVERLAPPING PRODUCTS AND CONFUSION IN IDENTIFYING WHERE PROBLEMS ORIGINATE

▲ Examining types of problems that can occur when utilising J2EE & .NET such as performance bottlenecks

▲ Assessing transactional integrity

▲ Managing the legacy of your systems

Speaker to be confirmed

4.20 CLOSING REMARKS FROM THE CHAIR

4.30 CLOSE OF CONFERENCE

WHO SHOULD ATTEND THIS YEAR'S SUMMIT:

CTO's
IT Managers
Software Developers
Application Developers
Strategic and Planning Managers
Programming Managers