Second Annual

XML Enabled eBusiness 2001

Next Generation Integration and Interoperability

Hilton Scottsdale Resort
Scottsdale, AZ

February 6-9, 2001

"The future is now,

of XML-based information

learn how to harness the power of XML for your enterprise."

XML deployment is rapidly becoming the de facto underpinning for global e-commerce.

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Meet the XML eBusiness Leaders:

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AT&T WIRELESS -FIXED WIRELESS DIVISION
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SBC COMMUNICATIONS
CISCO SYSTEMS INC.
LUCENT TECHNOLOGIES CIO
IBM
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JCPENNEY CO., INC.
KEYCORP
WELLS FARGO BANK
RosettaNet
XML GLOBAL TECHNOLOGIES
OPEN APPLICATIONS GROUP INC.
ALLAIRE
CONTIVO INC.
QAD, INC.

Join us to Discuss:
- Leading Case Studies of XML Implementation For eBusiness
- Interoperability Standards Updates with ebXML, OASIS, RosettaNet, Biztalk, FpML, OAGI
- Emerging SOAP , UDDI, Web Services, VoiceXML Initiatives
- XML Enabled Trading Partner Agreements
- Merging Diverse Wireless Internet Technologies With XML, WAP, WML, HDML & CHTML

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7:00 **Registration and Continental Breakfast**

8:00 **Opening Remarks from Chair**
Joseph Yacura, Senior Vice President Global Procurement
American Express
Project Leader, **The NAPM XML Initiative**

8:15
Analyzing XML's Impact On The Future of B2B Integration
• Why XML is so important to eBusiness
• Assessing XML's full impact on eBusiness infrastructure and processes
• Building XML into your eBusiness strategy
• Impact of email and wireless technologies on B2B flow management and integration
• How to effectively move mission critical data between sources
• Maximizing global presence on the Web through XML
Ron Shelby, CEO
XMLSolutions
(Former CIO of eCommerce Division of General Motors)

9:00 Standards Update
Consortia Roundtable Discussion:
Update On XML Interoperability Standards
• Overview of the Consortia landscape
• Achieving the goal of interoperability
• De Facto versus de jure standards and specifications
• The role of the Consortia as Repositories of XML Schemas, Dictionaries & Vocabularies
Panelists:
David Connelly, President & CEO
OPEN APPLICATIONS GROUP INC.

Mitch Shue, Chief Architect
RosettaNet

Patrick Gannon, VP Strategic / Industry Programs
NETFISH
Board of Directors, **OASIS**

10:00 **Mid-Morning Refreshments Break and Networking**

10:30 Case Study
Establishing Global XML Standards for Chemical eMarketplaces
• Overview of the rapidly progressing Chemical eStandards initiative
• A single set of global XML data exchange standards (ChemXML)
— Driving valuable collaborative solutions with a free, open and non-proprietary platform-independent standard
• Facilitating inter-company / company-to-marketplace / M2M transactions
• Reducing support costs, improving productivity and responsiveness
• Improving the flow of critical information in electronic trading
Peter F. Wood, eBusiness Leader
DUPONT
Communications and Outreach Leader, **Chemical eStandards**

11:15
Developing XML Enabled eBusiness Applications
• Assessing the benefits of XML enabled eBusiness applications
• Applying XML to traditional eBusiness
• Planning your migration strategy from DTDs to XML Schema
— The W3C XML Schema recommendation
— Overview of Technology Trends in XML: Tools that support XML Schema
• Addressing Challenges and Pitfalls
Dave Hollander, Chief Technology Officer
CONTIVO INC.
Co-Chair, **W3C XML Coordination Group and Schema Working Group**

12:00 Case Study
An XML Adoption Program at KeyCorp
• An overview of an adoption program
• Raising XML awareness in a large IT organization
• Raising XML awareness among LOB executives
• Defining, funding & implementing a large scale XML training program
• Standardizing an XML Tool Kit
• The first production XML projects
• Challenges, benefits and lessons learned
Michael Dunn, Enterprise Architect Manager
KEYCORP

12:45 **Lunch for Speakers and Delegates**

2:15 Case Study
Interoperable Global Electronic Commerce
• Examining an XML-based infrastructure: the joint UN/CEFACT-OASIS initiative
• Business catalogues and CatXML initiative
• Linking eBusiness collaborations to a wider trading partner base
— Optimizing your integrated supply chain
• Real world strategies for incorporation within your business system
Joseph Yacura, Senior Vice President Global Procurement
American Express
Project Leader, **The NAPM XML Initiative**

3:00 Case Study
To XML Or To Defer XML Implementation? RosettaNet's Answer to the Question
• An overview of RosettaNet's Commerce Platform
• Examining RosettaNet's successful implementation of Partnership Interface Processes
• Modifying specifications/standards quickly for competitive advantage
• Challenges faced and lessons learned
• Losing competitive advantage while waiting for standards
Mitch Shue, Chief Architect
WebMethods
Chief Architect, **RosettaNet**

3:45 **Mid-Afternoon Refreshments and Networking**

4:45 Case Study
Integrating Legacy Systems with XML
• Improving data management with XML
• Using XML and related standards for data warehouses
• Achieving legacy data information system integration with XML tools
• Generating robust XML data & documents with rational database access language
• Using XML database marketing tools to manage complex data
Suresh Dixit, Director, eBusiness Technology & Infrastructure
SBC Communications

5:30
ebXML: Creating XML Enabled Trading Partner Agreements
• Emerging technologies and standards for financial documents
• ebXML Standards for Trading Partner Agreements (tpaXML)
• FinXML standard for data interchange within capital markets
• Exploring the impact of standardized Schemas for the financial documents
• Potential of XML-powered financial document exchange and processing management
Scott Hinkelman, Sr. Software Engineer
IBM

6:15 **Closing Remarks from Chair**

6:30 **Close of Day One**

7:00 **Registration and Continental Breakfast**

8:00 **Opening Remarks from Chair**
Craig Murphy, Chief Technology Officer
SABRE, INC.

8:15 Case Study
XML's Impact On Integrated Supply Chain Management
• Examining the Internet's impact influence on supply chain management
• Utilizing XML enabled real time data to improve forecasting and responsiveness
• Shifting to a strategic customer responsive process
— Meeting demands of real-time cross-business application integration with XML
• Achieving real-time data exchanges throughout the supply chain
Tim Thomasma, Chief Application Architect
FORD MOTOR COMPANY

9:00 Case Study
Implementing A XML Standards Based Electronic Procurement Process
• Achieving richer end-to-end interaction with partners and suppliers
• Allowing a large scale automation of EC
• Anticipating your Trader Partner/Supplier Needs
• Examining recent XML developments in the Electronic Marketplace
• Understanding the new EC international standards
• XML's impact on existing and new infrastructures
Bruce Ambler, Senior Manager, Strategy Planning and Architecture
LUCENT TECHNOLOGIES CIO

9:45 **Mid-Morning Refreshments Break and Networking**

10:15 Panel Discussion
Strategically Focusing Future EDI Development With XML
• Implementing B2B Electronic Data Exchange with XML
• XML/EDI translations-what are their current status?
• ebXML technical architectural specifications for global deliverables
• Optimizing back-end support via the internet
• Leveraging EDI Investment with Suppliers and Customers to SME eMarketplaces
Moderator:
Craig Murphy, Chief Technology Officer
SABRE, INC.

Robert Schroeder, eCommerce Standards Manager
JCPenney Co., Inc.

JP Morgenthal, Chief Technology Officer
XMLSolutions
Member, **ebXML**

11:15 Case Study
Can You Measure The ROI Of Your XML Initiatives?
• Key XML initiative - A case study
• Aligning Business needs with XML initiatives
• Making a business case by maximizing profitability of XML enabled eBusiness application
• Ensuring that evolving business needs are satisfied through flexible eCommerce environments
• An XML enabled application that maximized ROI - How we did it
Richard Brockman, Director of Demand and Supply Alignment
AT&T WIRELESS - FIXED WIRELESS DIVISION

Bob Thibodeau, Director, Product Management
QAD, INC.

12:00
Beyond VoiceXML — The W3C Speech Interface Framework
• VoiceXML 1.1 — Clarifications & corrections to 1.0
• Speech Grammar Markup Language — Specifying what the user can say
• Speech Synthesis Markup Language — Specifying what is spoken to the user
• Natural Language Markup Language — Describing what the user means

• Reusable modules enabling consistency & rapid application development
Jim A. Larson, Manager of Advanced Human I-O
Intel Architecture Labs
Co-Chair, **W3C Voice Browser Working Group**

12:45 **Lunch for Speakers and Delegates**

2:15 Wireless Web Panel Discussion
Utilizing XML To Integrate Diversified Mobile Internet Technologies Into A Unified Strategy
• Assessing the impact of XML & WML on emerging wireless Web market
• Creating a unified strategy for diversified PDA technologies
• Wireless access to Enterprise Portals
• Convergence with XML
• WAP, HDML, XHTML, CHTML
• Overcoming the architectural of mobile devices
• WAP "Killer Apps" and success stories
Moderator:
Craig Murphy, Chief Technology Officer
SABRE, INC.

John Whitehead, New Markets & Technologies
CISCO SYSTEMS INC.

Patrick Gannon, VP Strategic/ Industry Programs
NETFISH
Board of Directors, **OASIS**

3:15 Case Study
Using XML Technologies For eBusiness And Enterprise Application Integration
• Developing strategic data modeling
• How to integrate web databases into your data architecture
• Enabling the digital marketplace
• Utilizing XML templates for data maintenance on the Web
David Connelly, President & CEO
OPEN APPLICATIONS GROUP INC.

4:00 **Mid-Afternoon Refreshment and Networking**

4:30 Case Study
XML Enterprise Messaging
• Assessing real world changes in object-oriented development life cycles
• Addressing critical security issues in messaging with XML
• Emerging patterns in real world XML development
• Utilizing XML messages over HTTP servers
• cXML and multiple XML protocol support
Bob Carasik, Enterprise Architect
WELLS FARGO BANK
Member, **Advisory Committee Financial Services Technology Consortium**

5:15 Leading Expert Solution Provider Roundtable Discussion
All Lathered Up Over SOAP (Simple Object Access Protocol) and UDDI
• Updating the Status of SOAP and its ramifications
• Understanding SOAP's significance to the corporate end user
• Emerging future XML technologies for distributed computing
• UDDI initiative and emerging Web services models
Moderator:
Craig Murphy, Chief Technology Officer
SABRE, INC.
Panelists:
Mark Colan, XML Evangelist
IBM

Simeon Simeonov, Chief Architect
Allaire

6:15 **Closing Remarks from Chair**

6:30 **Close of Day Two**

7:30 **Continental Breakfast and Workshop Registration**

8:00   Workshop W1 (1/2 day Morning)

W1 Developing A Comprehensive XML Initiative For Your Organization

A large number of corporate XML embedded e-Business initiatives are still in their infancy. Some have yet to launch these crucial initiatives. Several consortium standards are working on standards. This full day workshop will give you hands on direction how to both develop and implement a XML e-business architecture for your organization as well as enable you to obtain the maximum benefit out of the two day core conference.

- Introduction to XML
- Frequently asked business questions about XML
  — How XML can be used to integrate business applications
  — Advantages in reliability/implementation
- Cost savings of XML implementation
- Return on investment
- Overview of XML standards
  — XML vocabularies & dictionaries & Schemas
- Impact of XML on e-business
- Assessing I/T strategies
- Implementation of XML
- Data management
- Content management in support of e-Business

(There will be a 20 minute Mid-Morning refreshment Break)

12:00 **Close of Workshop W1**

12:00 **Lunch for Workshop Speakers and Delegates**

1:00   Workshop W2 (1/2 Day Afternoon)

W2 Adoption Strategies for Existing XML Standards and Infrastructures (ebXML)

- Discussion of standards and marketplaces
  — RosettaNet, EDI, CBL and cXML
- Distinguishing between XML Standards, frameworks and infrastructures
- Examining the differences between standards and frameworks (such as BizTalk)
- Understanding the interoperability of different standards within the ebXML infrastructure
- Leveraging EDI with XML
- Linking eBusiness collaborations to a wider trading partner base
- Optimizing your integrated supply chain
- ebXML standardization and interoperability for seamless global investment serving solutions
  — United Nations-CEFACT/OASIS sponsored open XML-based initiative
  — enabling a secure, interoperable global electronic marketplace
- Building an extensible infrastructure
- An comprehensive look at architecture of ebXML (an infrastructure)
  — ebXML's system of Registries and globally Distributed Repositories
  — Search queries that optimize the benefits of repositories
  — Core components of ebXML
- How ebXML trading partners interact
- ebXML Transactional Architecture
- Putting all the components together
- Business process layer considerations
- Final thoughts
  Duane Nickull, CTO and co-founder
  XML Global Technologies
  Editor
  ebXML, Technical Architecture Project Team,
  Board Member, **OAGI**

(There will be a 20 minute Mid-Afternoon Refreshment Break)

5:00 **Close of Workshop W2**

7:30 **Continental Breakfast and Workshop Registration**

8:00   Workshop W3 (1/2 day Morning)

W3 Taking B2B to the Next Levels

XML is in increasingly wide use for web applications, particularly for B2B integration. XML data come in many forms. Part I of this Workshop will explore the exciting developments surrounding the UDDI initiative as a crucial step in enabling business partners to realize the potential of global B2B eCommerce and the emerging web services business models. Part II of this Workshop session introduces the Extensible Stylesheet Language ("XSL") specification from the W3C standards body to easily transform XML data. You will study several eBusiness application scenarios that benefit from the use of XSL to solve real-world eBusiness problems and examine e-Business solution architectures.

- Web Services
- Defining Web services
- What benefits do Web services provide?
- Leveraging the phases of adoption
- Understanding SOAP (Simple Object Access Protocol)
- Exploring the value of open standards, including the new UDDI (Universal Description, Discovery and Integration) specification
- Benefits of the UDDI Business Registry project implementation
- An overview of WSDL (Web Services Descriptive Language)
- Enabling creation of new Web services to translate technologies
- Developing the Web Services model
- Maximizing the impact of Web services on your eBusiness
- Demonstrations of Web Services applications that illustrate the model
- Tools to leverage implementation

(There will be a 20 minute Mid-Morning Refreshment Break)

II. Repurposing Your Data: The Role of XSL Transformations in eBusiness Solutions

- A study of the early problems in the beginning of industry use of XML
  — tension between schemas designed for interoperability vs. handling internal processes
- Examining the key integration role of XSL in Web and eBusiness Applications
- Why XSL is needed to maximize the flexibility of using XML data
- Understanding the importance of XML Transformations
  — Using XSL for automatic converting of XML vocabularies for electronic B2B applications
- Overview of W3C specifications: XSLT1.0, XPath and XSL Formatting Objects — some examples
- XSL's role in architectures that require transformations
- Survey of tools associated with XSL development
- Examination of several real-world XSL eBusiness application scenarios
  Mark Colan, XML Evangelist
  IBM

12:00 **Close of Workshop W3**

12:00 **Lunch for Workshop Speakers and Delegates**

1:00   Workshop W4 (1/2 Day Afternoon)

Building And Integrating E-Business Applications

This workshop will combine case study examples with hands on instruction to enable I/T professionals to return to their respective organization and develop e-business applications linking back-end systems to your customers and suppliers. We will examine how XML plays a critical role in this integration starting from the definition of a trading profile through to the protocol used for exchange of data.

- What is the business proposition for this effort?
- E-business architectures
- Requirements for electronic collaboration
- Integrating legacy systems
- XML Standards (XLink, XPointer, XSLT, XML Schema, XML Query)
- XML Vocabularies (tpaXML, RosettaNet, SOAP)
- Messaging Requirements (Reliability, Security, Formats, Protocols)
  JP Morgenthal, Chief Technology Officer
  XMLSolutions

(There will be a 20 minute Mid-Afternoon Refreshment Break)

5:00 **Close of Workshop W4**

5:00 **Close of Conference**

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Conference price inclusive of program materials, conference documenation, luncheon (during conference only) and refreshments.

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❏   3-4 Attendees: $ 100 off per delegate

❏   5-9 Attendees: $ 200 off per delegate

❏   10+ Attendees: $ 300 off per delegate

   • All members of a Premier Plus group must register at the same time to receive any discounts.
   • No two discount offers may be combined.

Registration Details

Conference:	XML Enabled Business 2001
Dates:	February 6 - 9, 2001
Venue:	Hilton Scottsdale Resort
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