

TIBCO® NOW™ 2017

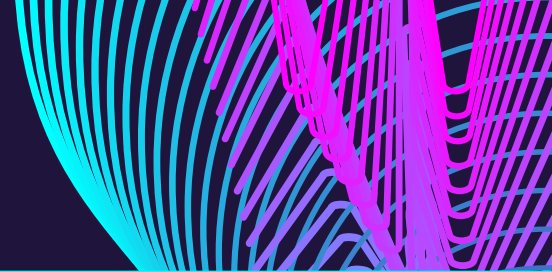
BERLIN Jun. 6-7



# BREAKOUT SESSIONS

#TIBCONOW

Now



## Interconnect Everything Track

### **Integrating Microservices in a Cloud-native Environment**

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

### **What's New and What's Coming in TIBCO BusinessWorks**

Join us to hear more about all the new features and functionality in TIBCO's flagship integration offering, TIBCO BusinessWorks. We'll cover the product strategy and provide insight into what's coming next.

### **Customer Panel: Moving Application Workloads to a Hybrid Cloud**

Cloud architects must design for a hybrid world, with applications and data hosted in an interconnected mesh of public cloud services, private clouds, and data centers. Join a panel discussion as we look at the challenges facing organizations as they transition from a traditional architecture and deployment strategy to a hybrid cloud environment. Come with the questions you would like the panel to answer.

### **Overview of TIBCO Cloud Integration Strategic Direction**

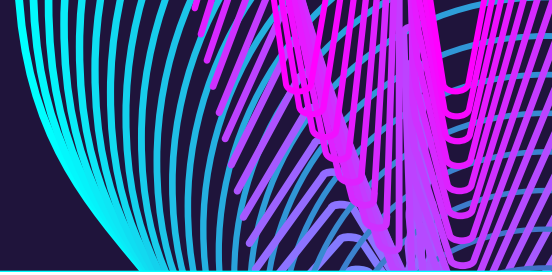
It's a cloudy world, and everyone is working in it. This session covers why you need a cloud connectivity solution, the value you get from using one, and how TIBCO delivers with TIBCO<sup>®</sup> Cloud Integration. Find out how we are meeting cloud integration needs, and what the future holds for this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

### **What's Next for TIBCO ActiveSpaces**

In-memory data grids enable instant responses for powering digital customer engagement. This session looks at recent enhancements in TIBCO ActiveSpaces<sup>®</sup>, and where the product is headed.

### **What's the Next Evolution for TIBCO Messaging?**

To capitalize on opportunities from increasing data sources and types, Digital Business requires increasing interconnections between applications, devices, and people. Hear about the latest advancements for TIBCO Messaging and the plans for TIBCO FTL<sup>®</sup>, TIBCO eFTL<sup>™</sup>, and TIBCO Enterprise Message Service<sup>™</sup> that will help you capitalize on these new opportunities.



### **Overview of TIBCO Mashery API Management Platform**

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

### **API-led Transformation at News Corp**

Hear how News Corp Australia used an entrepreneurial, seed-funded API platform to transform a digital business, and then went global. The journey of technical and cultural transformation enabled by fast to market and scalable APIs is a classic case study in unlocking value when the challenges seem too much.

### **Best Practices: Accelerating Innovation with Hybrid Integration**

Successful businesses have traditionally been known for innovating, but the new benchmark is speed of innovation. We will share industry best practices leading organizations are using to drive innovation including: Continuous Delivery and DevOps, microservices, APIs, and hybrid integration. The focus will be to bring all these concepts together and show best practices, as well as changes to the culture and tooling within your organization to accelerate innovation and drive change.

### **Best Practices for an API-led Architecture**

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

### **Best Practices for Migrating from BusinessWorks 5 to a BusinessWorks 6 Hybrid Integration Platform**

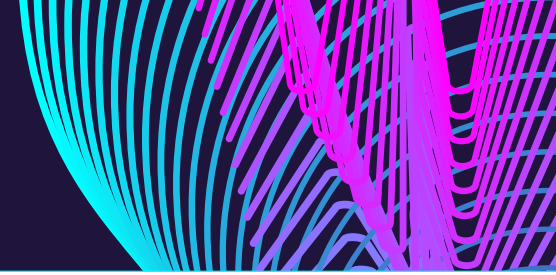
As businesses undergo a digital transformation, they demand agility and require applications to be deployed in a private, public, or hybrid cloud environment. Learn how you can take your existing TIBCO BusinessWorks 5 applications and migrate them for deployment on-premises or to your cloud environment of choice.

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

What's next for TIBCO's Business Process Platform? Come to this session to learn about the direction and strategy for both TIBCO ActiveMatrix<sup>®</sup> BPM and TIBCO Nimbus<sup>™</sup>.

### **What's New with TIBCO Middleware Monitoring**

Proactive performance monitoring of TIBCO integration platforms is the most effective way to avoid problems. Learn about how TIBCO<sup>®</sup> RTView<sup>®</sup> is constantly evolving to meet demand for consolidated visibility across the latest TIBCO technologies deployed in modern multi-cloud, PaaS, and hybrid environments.



## Augment Intelligence Track

### **Augment Intelligence with Spotfire: Overview and Roadmap**

TIBCO Spotfire<sup>®</sup> easy to use visual analytics and data discovery capabilities are innovative and pioneering. In this session, you will learn about where TIBCO Spotfire is coming from, what we have done lately, and where we are heading. We will discuss our plans to continue to innovate with new visualizations, smart recommendations, and actions. We will also share our thoughts on how data preparation and predictive analytics can be blended into the data discovery environment instead of forcing business users to always prepare data outside of the analysis.

### **Embracing Data Science for Smarter Analytic Apps: Overview and Roadmap**

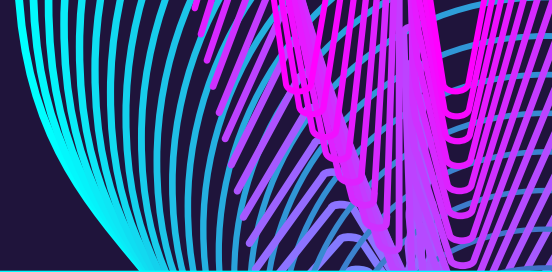
TIBCO Spotfire and TIBCO StreamBase<sup>®</sup> provide powerful data science and machine learning capabilities to help you build smarter, more powerful, analytic applications. In this session, you will learn about the many ways these products put the power of Data Science at the fingertips of all potential users. You will also hear about the future direction of Spotfire, with a particular focus on the TIBCO<sup>®</sup> Enterprise Runtime for R (TERR) engine. With TERR embedded throughout TIBCO Analytics products, users natively have the power, flexibility, and breadth of the R language.

### **Embedded Reporting and BI: The New Competitive Advantage for Software Makers**

Business applications are in the midst of a major shift in how data is delivered to end-users. Almost all applications these days include some form of reporting and analytics. Attend this session to learn how Jaspersoft helps you improve the value of your applications with embedded analytics.

### **Independent Data Services: Analyzing Best Practices with TIBCO Jaspersoft**

Independent Data Services is in the forefront of bringing disruptive technology into the digital oil field. We work to turn data into valuable knowledge enabling clients to work safely and efficiently through continuous improvements of processes. Continuous improvements require constant understanding of global best practices. This session will cover how we use the TIBCO Jaspersoft<sup>®</sup> Analytics and ETL tools to bring global data into a common state where global best practices can be easily benchmarked.



### **TIBCO Insight Platform: Converting Insight into Action**

Rather than more data, businesses want insight and action. Big data does not create value—But analytics and insights do! And they don't have to be complex, expensive, or even big. A new industry category, the “Enterprise Insight Platform,” combines visual, predictive, and streaming analytics in a closed loop that makes it easy to translate analytics-derived insight into action. In this session we will discuss this next wave in analytics and describe the TIBCO Insight Platform for converting insights into actions. We will cover sourcing and wrangling the right data; enabling analytic insights using visual, predictive, geo, and streaming analytics; implementing the resulting insights into action on the business; and capturing data on the outcome for continuous improvement

### **TIBCO Insight Platform: Real-time Monitoring for IoT Use Cases**

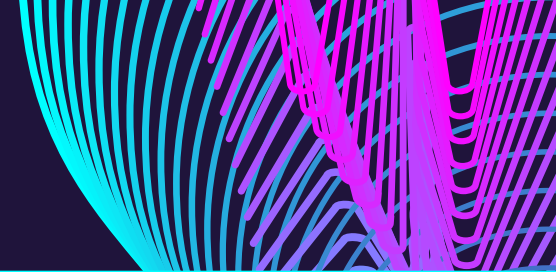
Remote real-time monitoring of industrial equipment, combined with modern analytic techniques, drives significant value in heavy industries such as Energy, Logistics, and Manufacturing. We will show you how to use TIBCO Spotfire, R, TIBCO StreamBase, and TIBCO<sup>®</sup> Live Datamart to address use cases such as improving asset uptime, optimizing maintenance schedules, and prioritizing engineering programs.

### **TIBCO Insight Platform: Driving Business Value through Customer Analytics**

Investing in customer data collection is only the beginning. It is imperative that marketers are able to turn customer data into actionable insights. By building a customer analytics capability, you can make better decisions impacting all aspects of customer experience. This session will discuss the impact of customer analytics on your business. Topics include: segmentation, propensity, and affinity analysis in the context of intelligent, triggered engagement based on real-time data flows. Campaign design and effectiveness are also included. These analysis methods are illustrated in the context of multiple real-world customer case studies.

### **Analytics and IoT: The Digital Future of Energy**

The advent of digital technologies has created new opportunities to innovate and transform the way operations are managed across the energy sectors of Utilities and Oil & Gas. By combining predictive analytics with IoT, and integrating into existing systems, dramatic savings in operations and transformational business models can be realized. This session discusses real-life implementations of digital initiatives in the energy sector and illustrates the value and methodologies employed in the real world. The two presenters come with rich industry domain, operations, and technology experience.



### **Deploying Embedded BI in Modern Application Architectures**

Traditional applications are monolithic, hard to change, and run on expensive servers. This makes them difficult to maintain and scale. Modern applications run in containerized environments and benefit from new efficiencies in computing, memory, and scalability. Attend this session to learn how TIBCO JasperSoft for Docker helps you leverage container technology to build and package better analytics into your apps.

### **Streaming Analytics: Overview and Roadmap**

TIBCO Streaming Analytics is evolving to meet the needs of cloud deployments and IoT processing—all while we continue to focus on providing productive ease of use. In this session, we will cover what we have been up to, and what we have planned for event processing and streaming analytics.

### **Spotfire Hybrid Cloud Architecture Deep Dive**

TIBCO Spotfire is available in cloud, on-premises, and hybrid configurations. Some functionality is available only in the on-premises configuration, and some is accessed through Spotfire Cloud subscriptions. If your business requirements include flexibility, attend this session to learn why Spotfire, with its innovative hybrid architecture, is best in class.

## Hands-On Labs

### **Applications to Containers: BusinessWorks**

Transition your TIBCO BusinessWorks 6 application to cloud native apps using TIBCO BusinessWorks Container Edition. Examine deployment options with Docker and PCF and explore failover and routing techniques.

### **Cloud Integration and API Management**

Build lightweight apps to connect and expose backend services and deploy them to the TIBCO Cloud Integration Platform. Secure your new APIs with TIBCO Mashery<sup>®</sup> and provide load balancing and access control.

### **Enhanced IoT with the TIBCO Platform**

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

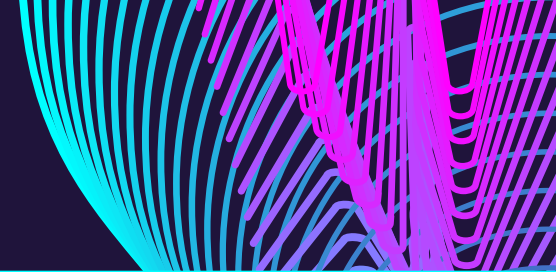
### **Wrangling Made Easy with Spotfire 7**

The next level of data cleansing is here! Join, split, bend, or fold your data from strictly structured or loosely structured sources using Spotfire 7.8, the latest version of our analytics platform.

### **Certification Exams**

TIBCO Education is proud to offer updated TIBCO Certified Professional exams at this event. Slots are limited and will be offered for FREE on a first-come-first-served basis to customers and partners only.

Send an email to [certification@tibco.com](mailto:certification@tibco.com) to register to take an exam, or for a list of available exams.



## AGENDA

### Tuesday, 6 June 2017

- |             |  |
|-------------|--|
| 8:30-17:00  | <b>Registration Open</b> (Rotunde)                         |
| 10:00-12:00 | <b>Digital, Smarter: Industry Perspectives</b>             |
| 12:00-13:00 | <b>Lunch</b> (Solution Showcase Open)                      |
| 13:00-17:00 | <b>Hands-on Labs, Certification, and Breakout Sessions</b> |
| 17:15-19:15 | <b>Networking Reception</b> (Solution Showcase Open)       |

### Wednesday, 7 June 2017

- |             |  |
|-------------|--|
| 7:00-17:30  | <b>Registration open</b> (Rotunde)                         |
| 7:00-8:15   | <b>Breakfast</b> (Solution Showcase Open)                  |
| 8:30-12:00  | <b>General Session</b> (Convention Hall II)                |
| 12:00-16:30 | <b>Solution Showcase Open</b>                              |
| 12:00-13:00 | <b>Lunch</b>   |
| 13:00-17:00 | <b>Hands-on Labs, Certification, and Breakout Sessions</b> |
| 17:30-19:30 | <b>Happy Hour</b>  |

\*agenda subject to change