

IBM WebSphere Technical Conference 2011

October 10-14, 2011
Berlin - Germany



Participate in the largest European annual technical event dedicated to WebSphere products and solutions

The 2011 WebSphere Technical Conference, which combines the WebSphere and Transaction and Messaging Conferences of the previous years into one seamless agenda, is a 4.5 day event held **10-14 October 2011 in Berlin, Germany.**

This conference has earned the reputation for delivering deep technical content targeted at architects, developers, integrators and administrators by offering lectures and hands-on labs that focus on the best practices and practical skills required to run today's enterprises. This year will be no exception!

Attend the WebSphere Technical Conference and expand your knowledge of BPM, CICS, Messaging WebSphere Application Servers and Infrastructure, including a focus on SOA and Cloud Computing fundamentals and advanced topics. You can also expect to gain insight into IBM's software strategy and learn about the latest development directions for the products in the WebSphere software platform.

There will be sessions for the most experienced users, as well as introductory and getting-started sessions for novice users.

For more information and registration:
ibm.com/training/conf/europe/ws

Tracks

- Architecture
- Development
- Application and Cloud Infrastructure
- Business Process Management
- CICS
- Messaging & Connectivity

Gain access to the IBM Exceptional Web Experience Conference!

This year's conference will be co-located with the IBM Exceptional Web Experience Conference dedicated to helping organizations become social businesses by transforming the way they interact with customers over the web to create and deepen meaningful relationships, portal business solutions and technical strategies.

Your conference pass will allow you to attend any session of the Web Excellence Conference agenda.

With over 175 unique sessions, the WebSphere Technical Conference will feature key themes in today's technology trends:

- **BPM and Decision Management – better together**
– Learn how you can optimize business performance by discovering, documenting, automating and continuously improving business processes to increase efficiency and reduce costs. Find out how to flexibly build solutions that provide intelligent and responsive decision automation. Discover the latest BPM and Decision Management offerings that enable you to streamline processes and improve decision making in critical business systems.
- **Cutting costs and increasing agility through Cloud Computing** – Learn about the risks and rewards of cloud computing and the latest products for private, public and hybrid clouds. Discover the advantages of virtualization, standardization and deployment automation. Explore risk, policy and compliance issues and governance and provisioning of cloud services. Understand the cloud capabilities of IBM Workload Deployer, IBM Cast Iron Cloud Integration, IBM Sterling Commerce software-as-a-service offerings, IBM Blueworks Live and much more.
- **SOA, Connectivity & Integration – Integrate Your World** – As IT environments become increasingly complex with the growth of cloud computing, unstructured information, and the proliferation of packaged and “homegrown” applications, the ability to flexibly integrate technology and information inside and outside of the business is now a mission-critical requirement. Learn how a robust service-oriented architecture and enterprise service bus implementation can simplify complex integration. You'll learn best practices for implementing WebSphere MQ in your enterprise, as well as details on architecting and implementing an enterprise service bus architecture using IBM software and purpose-built appliances.
- **Smarter commerce** - Smarter Commerce increases the value that companies generate for their customers and partners in a rapidly changing digital world. Learn how Smarter Commerce portfolio solutions can help transform every phase of your commerce cycle, from buying to marketing to selling and service with the customer at the center of your business

Who should attend this conference?

- Administrators
- Application developers
- Architects/designers/decision makers
- Business Analysts
- Business Process Designers
- Business Process Integrators
- IBM Business Partners
- IT professionals and consultants
- Systems analysts
- Systems integrators
- Systems programmers

Additional reasons to attend

After attending these skills enablement conferences, you will be ready to make a big impact on your business and keep your skills current. If you are not keeping up with the latest trends and directions presented at the conference - you will be missing out!

Enrollment

The conference fee is **1995 €** exclusive of local VAT. This fee provides access to all keynote and elective sessions, workshops, panel discussions, conference proceedings, meals, refreshments and conference events mentioned in the conference agenda.

For more information and enrollment:

ibm.com/training/conf/europe/ws

Your conference pass to the WebSphere Technical Conference will allow you to attend any session on the IBM Exceptional Web Experience Conference agenda. For more information on this conference see: ibm.com/training/conf/europe/webexperience

GSE members

Special benefits are granted to GSE members. For more information, please visit the GSE website at gse.org

Hotel Reservation

Please note that you are responsible for your hotel booking and that your hotel reservation is not part of your registration. For information about hotels in the local area, please visit the conference Web site.

Location

Internationales Congress Centrum ICC Berlin
Neue Kantstraße / Ecke Messedamm
D-14057 Berlin
Tel: +49 (0)30 3038 3000
Fax: +49 (0)30 3038 3030
Website: <http://www.icc-berlin.com>

More information / Questions

All conference sessions will be delivered in English.
If you have questions, please contact us at conferences@be.ibm.com

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