

IBM Commerce Europe, 13-16 October 2015, Dublin, Ireland

Tuesday, 13 October							
Hours	Doubletree Landsdowne (400)						
08:00 - 18:00	Registration and Welcome coffee ( ground floor)						
10:30 - 12:00	Opening General Session- IBM Digital Experience+ WebSphere Technical University+Commrce						
12:00 - 13:15	Lunch (Restaurants ground floor)						
13:15 - 14:15	Opening General Session- Commerce only						
14:15 - 14:45	Transfer to Hilton Dublin						
	Hilton Dublin Charlemont 1 ( 80)	Hilton Dublin Charlemont 2 ( 80)	Hilton Dublin Charlemont 3 ( 80)	Hilton Dublin Charlemont 4-5 (80)	Glandore Bus Ctre Suite 1-2 ( 80)	Hilton Dublin Harcourt 1 - 2 ( 20)	Hilton Dublin Harcourt 3 (10)
14:45 - 15:45	B2BI S 14  Implementing a mission critical B2B Solution: Best practices to evolve from a small-scale infrastructure to a large scale, high availability, high volume, multi-protocol environment	eComm S 12  The Future of eCommerce	Cust AS 01  Tealeaf Integrations using the Event Bus and Data Connector	Mkg S 01  Interact - Event Patterns and Learning Engine - Part 1		B2BI Lab 01  Test Drive the new IBM Control Center 6	Showcase  Experience IBM Showcase
	David Garcia (BBVA) Angel Cabrero (BBVA), Alfredo Landa Imaz (IBM)	Adam Orentlicher	Simon Warbey	Aybuke Kini Coen Peetoom David Ferrer		Michael Forristall Chris Sanders	Bob Balfe
16:30 - 16:45	Coffee Break (pre-function area)						
16:00 - 17:00	B2BI S 08  Latest and greatest in IBM Sterling B2B Integrator and IBM Sterling File Gateway	Data S 01  Supporting Tomorrow's Data-Hungry Business-Facing Cloud Applications	Cust A S 02  How to test your digital analytics tag implementation	Mkg S 10  Interact - Event Patterns and Learning Engine - Part 2		eComm Lab 02  Leveraging the Newest Tools to Prevent and Minimize the Impact of Outages in WebSphere Commerce Sites	Showcase  Experience IBM Showcase
	Vince Tkac Sreedhar Janaswamy	Keith Vertrees Geoffrey Pofahl	Andrew Stockton	Aybuke Kini Coen Peetoom David Ferrer		Andres Voldman	Bob Balfe
18:15 - 20:00	Transfer back to Doubletree Welcome Reception and Solution Center opening (ground floor)						

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Wednesday, 14 October							
Hours	Hilton Dublin Charlemont 1 ( 80)	Hilton Dublin Charlemont 2 ( 80)	Hilton Dublin Charlemont 3 ( 80)	Hilton Dublin Charlemont 4-5 (80)	Glandore Bus Ctre Suite 1-2 ( 80)	Hilton Dublin Harcourt 1 - 2 ( 20)	Hilton Dublin Harcourt 3 (10)
09:00 – 10:00	B2BI S 10 IBM's B2B and Managed File Transfer Strategy, Vision, and Overview	eComm S 14 Integrating your WebSphere Commerce Site with Commerce Insights	Cust A S 03 Taking Voice of Customer Technology to the Next Level with IBM Tealeaf: A Case Study by Air France	Mkg S 05 Engage Integration Part 1 - Integrating with IBM Engage		eComm Lab 01 Accelerated Deployment of Sterling OMS on Softlayer - Using Business Template to reduce the total cost of ownership	Showcase Experience IBM Showcase
	Dave Ogle Brian Gibb	Nicolai Nielsen Jan Hedges	Hugo Roussel (Air France) Arturo Guerrero (IBM)	Scott Hamilton Kenneth Giles		Prashant Sheoran Vikas Mishra	Bob Balfe
08:30 – 17:30	Certification Testing (Doubletree 6th floor suite)						
10:00- 10:30	Coffee Break						
10:30-11:30	B2BI S 12 IBM Transformation Strategy	Arch S 01 Stump the architects - Marketing, Analytics, Merchandising, eCommerce and Order Management	Cust A S 13 Creating business value with IBM Digital Analytics	Mkg S 04 Integrating with Journey Designer via API		eComm Lab 01 (continued) Accelerated Deployment of Sterling OMS on Softlayer - Using Business Template to reduce the total cost of ownership	Showcase Experience IBM Showcase
	Sunil Dandamudi Michael Hudson	Available Architects	Jan Doorneweerd	Yao Xiong		Prashant Sheoran Vikas Mishra	Bob Balfe
11:45 – 12:45	B2BI S 09 High Availability Architectures for B2B and MFT solutions	eComm S 10 Optimize your peak season user experience from both server and client side perspectives	Cust A S 05 Leveraging IBM Tealeaf data at DELL	Prcmt S 01 Customizing the Emptoris application UI & behavior using application configuration framework		Mkg Lab 01 IBM Campaign Advanced Techniques - Energize Your Flowcharts	Showcase Experience IBM Showcase
	Scott Guminy Vince Tkac	Charek Chen Steve McDuff	Chris Zbinden (DELL) Arnaud Prevel (IBM)	Madhavi Jasti Preeti Pabreja		Stefan Klincewicz Martin Danko	Bob Balfe
12:45 – 14:00	Lunch at Dublin Hilton						
14:00 – 15:00	B2BI S 05 Latest and greatest in IBM Control Center	eComm S 11 Taking Advantage of Next Generation Pricing Science From IBM	Cust A S 06 Gaining deep insight into Visitor Experience to help improve site performance, conversion & adoption	Mkg S 08 UBX Part 1 - Overview and use-cases for marketing data exchange ecosystem		eComm Lab 02 (R) Leveraging the Newest Tools to Prevent and Minimize the Impact of Outages in WebSphere Commerce Sites	Showcase Experience IBM Showcase
	Mike Gorman	Keith L Vertrees Geoffrey Pofahl	Alex Prothon Tunji Johnson	Nimesh Bhatia Paul Konigsberg		Andres Voldman	Bob Balfe
15:15 - 16:15	B2BI S 06 Designing IBM Sterling B2B Integrator Processes for Peak Performance	eComm S 04 Minimizing scheduled and unscheduled downtime for WebSphere Commerce	Pmts S 02 IBM Commerce payments strategy, direction and roadmap	Mkg S 06 Engage Integration Part 2 - Advanced Engage Integration Tips and Tricks		Cust A Lab 02 Smarter Reporting: Get more from your Web Analytics data with IBM Digital Analytics Explore	Showcase Experience IBM Showcase
	Peter Schimmel Sylvain Fontaine	Leho Nigul	Michael Hudson	Scott Mitchell Kenneth Giles		Marina Janetzky	Bob Balfe
16:15 - 16:45	Coffee Break (Expo)						
16:45 – 17:45	Arch S 02 Stump the architects - B2B, MFT, Payments and Procurement	eComm S 02 Leverage WebSphere Commerce caching to maximize your application performance and scalability	Cust A S 07 Delivering great customer experience using IBM Tealeaf	Mkg S 09 Marketing Automation Product Roadmap		B2BI Lab 02 B2B Performance Lab - A hands on workshop exploring typical performance issues, analysis and remediation	Showcase Experience IBM Showcase
	Available Architects	Andres Voldman Steve McDuff	Matt Harris (LV)	Claire Timlin		Ravi Patel Mounir Babari	Bob Balfe
17:45 - 23:30	Networking Drink and Gala Dinner (Expo / Guinness Storehouse)						

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Thursday, 15 October							
Hours	Hilton Dublin Charlemont 1 (80)	Hilton Dublin Charlemont 2 (80)	Hilton Dublin Charlemont 3 (80)	Hilton Dublin Charlemont 4-5 (80)	Glandore Bus Ctre Suite 1-2 (80)	Hilton Dublin Harcourt 1 - 2 (20)	Hilton Dublin Harcourt 3 (10)
09:00 – 10:00	Pmts S 01 Overview of IBM Commerce's recently new announcement IBM Payment Gateway	Mkg S 11 IBM Marketing Cloud : : Automate Multi-channel Dynamic Marketing Programs	Cust A S 11 Tealeaf DOM Capture for Session Replay		eComm S 06 Order Management Performance Optimization: A use case and best practices from one of the largest European retailers	B2BI Lab 01 (R) Test Drive the new IBM Control Center 6	Showcase Experience IBM Showcase
	Jesse J Beaty	Hayo Baas	Steve Cunnew		Laura Garcia Diaz Xiaoyu N. (Ned) Zhang	Michael Forristall Chris Sanders	Bob Balfe
08:30 – 17:30	Certification Testing (Doubletree 6th floor suite)						
10:00 – 10:30	Coffee Break						
10:30 – 11:30	B2BI S 07 Customer Case Study: Options, planning and issues when upgrading IBM Sterling B2B Integrator	BP S 01 Augmenting WebSphere Commerce with Inspirational Content for Engaging B2C and B2B Experiences	Cust A S 09 Importing data to create a richer picture of your customers and overall business performance		eComm S 07 OMS continuous delivery with Docker and Urbancode	Mkg Lab 02 UBX Part 2 - How to participate in IBM Marketing Cloud data exchange ecosystem	Showcase Experience IBM Showcase
	Lars Karred Larsen (DSV) Pankaj Sachdeva (DSV) Ravi Patel (IBM)	Phil Radcliffe (CoreMedia) Oliver Heyden (CoreMedia)	Tunji Johnson Meera Modha		Pradeep K Nanjundaswamy Danai Tengtrakool	Nimesh Bhatia Paul Konigsberg	Bob Balfe
11:45 – 12:45	B2BI S 03 Achieving high availability with IBM B2B Advanced Communications	Mkg S 07 Study of the IBM Campaign Flowchart log to analyze poor design and system load: a pathway to implementing Best Practices	Prcmt S 02 Integrating with IBM Procurement Solutions - A Technical Overview		eComm S 05 Commerce on Cloud: Go from Concept to Live in Less Than 90 Days	Cust A Lab 01 Hands-On with IBM Tealeaf Customer Experience on Cloud	Showcase Experience IBM Showcase
	David Hixon Jim Luneke	Lorenzo Citarelli	Kishore Kirdat		Zain Syed	Arnaud Prevel Dan Carter	Bob Balfe
12:45 – 14:00	Lunch at Dublin Hilton						
14:00 – 15:00	B2BI S 02 Deep dive on database performance for IBM Sterling B2B Integrator and Sterling File Gateway deployments	eComm S 08 IBM Sterling OMS - Edge Deployment Server	Prcmt S 03 Integrating IBM Emptoris Sourcing with downstream systems using REST Web Services		Cust A S 10 Enabling IBM Digital Analytics in IBM WebSphere Commerce	Mkg Lab 02 UBX Part 2 - How to participate in IBM Marketing Cloud data exchange ecosystem	Showcase Experience IBM Showcase
	Mounir Babari Sylvain Fontaine	Sandeep Khare	Vijay Jadhao Kishore Kirdat		Vahe Ayvazyan	Nimesh Bhatia Paul Konigsberg	Bob Balfe
15:15 - 16:15	Pmts S 03 Taking the ESB to the next level - Rapid creation of an ESB based HUB for financial services	eComm S 03 Customizing Websphere Commerce Search	Mkg S 02 Streamline campaign delivery using IBM Marketing Operations		Cust A S 08 Tealeaf CX maturity model within an enterprise online retailer	B2BI Lab 02 (R) B2B Performance Lab - A hands on workshop exploring typical performance issues, analysis and remediation	Showcase Experience IBM Showcase
	Sean Dunne	Daniel Dunn Guruprasad Shamanna	Chris Camm Jon Holt		Karl Pestell (M&S) Steven Coates (IBM)	Ravi Patel Mounir Babari	Bob Balfe
16:15 - 16:45	Coffee Break					Coffee Break	
16:45 - 17:45	B2BI S 01 Best Practices for WTX Map Development and Performance Tuning	Open 1	Prcmt S 04 Interview Wizard for Contract creation: A case study for usability focused product design		Cust A S 12 Capturing and eventing on custom values using the Tealeaf UI Capture SDK API	Note - this lab starts 16:30 eComm Lab 01 (R) Accelerated Deployment of Sterling OMS on Softlayer - Using Business Template to reduce the total cost of ownership (note: requires 1.5 hrs)	Showcase Experience IBM Showcase
	Sunil Dandamudi		Prakash Guggilam Binu Karikottuputhenpurayil Joseph		Steve Cunnew	Prashant Sheoran Vikas Mishra	Bob Balfe
17:45 - 23:30	Pub Crawl ( Temple Bar)						

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Friday, 16 October							
Hours	Hilton Dublin Charlemont 1 (80)	Hilton Dublin Charlemont 2 ( 80)	Hilton Dublin Charlemont 3 ( 80)	Hilton Dublin Charlemont 4-5 (80)	Glandore Bus Ctre Suite 1-2 ( 80)	Hilton Dublin Harcourt 1 - 2 (20)	
09:00 – 10:00	B2BI S 11 Revolutionizing B2B Onboarding and Trading Partner Management	eComm S 09 Sterling OMS Upgrade : An Overview	Pmts S 05 Keeping up with Emerging Payment Standards with IBM Financial Transaction Manager	Mkg S 03 Developing Customer Personalisation: Moving from analogue to digital		Cust A Lab 01 (R) Hands-On with IBM Tealeaf Customer Experience on Cloud	
	Vince Tkac Greg Russell	Sandeep Khare	Sean Dunne	Lindsey Hough (Boots) Gillian McNulty (Boots)		Arnaud Prevel Dan Carter	
08:30 – 17:30	Certification Testing (Doubletree 6th floor suite)						
10:00 – 10:30	Coffee Break						
10:30 – 11:30	B2BI S 04 Addressing security requirements with the features and capabilities of IBM Sterling B2B Integrator	eComm S 01 Tuning Commerce Search Performance and Relevancy	Cust A S 04 IBM Tealeaf - Eventing best practices and advanced events	Prcmt S 05 Innovative web based solution to help drive contract compliance and governance		Mkg Lab 01 (R) IBM Campaign Advanced Techniques - Energize Your Flowcharts	
	Devendra Sahu	Brendon Baila Daniel Dunn	Chris Frascchetti	Binu Karikotuputhenpurayil Joseph		Stefan Klincewicz Martin Danko	
11:45 – 12:45	B2BI S 13 Accelerating IBM MFT - The High-Speed Add on for IBM B2B Solutions	e Comm S 13 Multi content type handling support via web services for IBM Sterling APIs	Open 2	Pmts S 04 Tuning an IBM Financial Transaction Manager solution for performance and scale		Cust A Lab 02 (R) Smarter Reporting: Get more from your Web Analytics data with IBM Digital Analytics Explore	
	Detlev Niche Joerg Gellgens	Vikas Mishra Prashant Sheoran		Martin Flint		Marina Janetzky	

	B2BI Track
	eCommerce Track
	Customer Analytics Track
	Marketing Track
	non-Track Session
	Space Unavailable
	Currently Open Slot