CUSTOMER AGENDA:

Microsoft SOA and Business Process Conference SYDNEY, AUSTRALIA Microsoft Offices, 1 Epping Road, North Ryde Thursday 30th November 2006		
12.00pm – 12.30pm	*Registration and Light Lunch*	
12.30pm – 1.30pm	**SOA, BPM, and Microsoft: An Industry Perspective** *David Chappell, Principal, Chappell & Associates*	
1.30pm – 2.30pm	**SOA, BPM, and Microsoft: A Microsoft Perspective** *Steve Sloan, Senior Product Manager, Microsoft Corporation*	
2.30pm – 3.00pm	*Afternoon Tea*	
3.00pm – 3.55pm	**Demystifying Workflow** *Speakers: Chris Vidotto, Process Platform Specialist & Graham Elliott, Technology Specialist, Microsoft Australia*	**The Ecosystem for BizTalk RFID** *Speakers: David McGhee, Consultant, Microsoft Australia & Mick Badran, Technical Director, Breeze*	**Delivering Software as a Service with BizTalk Server** *Speaker: David Lemphers, Developer Evangelist, Microsoft Australia*
3.55pm – 4.00pm	*Break – Change Rooms*	
4.00pm – 5.00pm	**The Application of SOA and BizTalk in Public Sector Solutions** *Speaker: Christine Axton, Solution Sales Professional, Microsoft Australia*	**Applying SOA to Service Delivery in Communications and Media** *Speaker: Jaron Cohen, Service Enablement Solution Specialist, Microsoft Asia-Pacific*	**BPM, SOA, and Multi-Channel Integration in Banking** *Speaker: Neal Cross, Solution Specialist, Application Platform, Microsoft Australia*
5.00pm – 6.00pm	*Networking Drinks*	

KEYNOTES: 12.30pm – 2.30pm

SOA, BPM, and Microsoft: An Industry Perspective
The move to SOA and an increased focus on business process management address a broad spectrum of problems. In this presentation, David Chappell will provide a big-picture view of this area. What's real? What's just hype? And where do Microsoft technologies such as Windows Communication Foundation, BizTalk Server and Windows SharePoint Services fit into the picture?
Speaker: David Chappell, Principal, Chappell & Associates (San Francisco, California) (www.davidchappell.com)
Audience: IT decision makers, architects, and others interested in an external overview of and perspective on SOA, BPM, and Microsoft's technologies in these areas

SOA, BPM, and Microsoft: A Microsoft Perspective
From the data to the glass, Microsoft products and technologies address a broad spectrum of solutions. In this presentation Steve Sloan will cover the company's perspective of SOA and business process management. How important is SOA? Is Microsoft investing in BPM? Why should companies select Microsoft as a go-to partner in these critical and fast-maturing software categories?
Speaker: Steve Sloan, Senior Product Manager, Microsoft Corporation
Audience: IT decision makers, architects, and others interested in the Microsoft view of these areas

CUSTOMER BREAK OUT SESSIONS: 3.00pm – 4.00pm

Demystifying Workflow
Chris and Graham will discuss the individual roles that Windows Workflow Foundation and BizTalk Server play and when to use which technology. There is a lot of interest in the Windows/BizTalk community around this subject but often accompanied by some confusion and mystery – this session aims to clear all the mystery around these topics.
Speakers: Chris Vidotto, BPI Specialist and Graham Elliott, Technology Specialist, Microsoft Australia

The Ecosystem for BizTalk RFID
In this session David and Mick will walk through the various components of the RFID landscape, the partners and providers for RFID in BizTalk Server 2006 R2 and some guidance on the business value and pitfalls with RFID:
- RFID 101
- Devices, Tags and Middleware
- BizTalk and RFID in action
- Your business and RFID – what's good, what to avoid, where to start

Speakers: David McGhee, Senior Consultant, Microsoft Australia and Mick Badran, Technical Director, Breeze

Delivering Software as a Service with BizTalk Server
This session will explore how people can start to think of BizTalk Server as something more than a technology, but also as a go to market enabler. David will be sharing his experiences from the field where this model is being used to enable businesses to sell services – turning their cost centres into profit. David will highlight the challenges involved and discuss how to resolve them.
Speaker: David Lemphers, Developer Evangelist, Microsoft Australia

CUSTOMER BREAK OUT SESSIONS: 4.00pm – 5.00pm

The Application of SOA and BizTalk in Public Sector Solutions
This session looks at how BizTalk and Microsoft's approach to SOA can assist Public Sector departments and agencies to:
- Meet promises to Government within tight delivery timelines and with reduced budgets
- Whilst at the same time maintaining maximum flexibility to enable these departments and agencies to respond in a timely fashion to policy changes

The session will take a pragmatic approach to describing how a department or agency can achieve SOA in a gradual fashion without ripping and replacing existing technology.
Speaker: Christine Axton, Solution Sales Professional, Microsoft Australia

Applying SOA to Service Delivery in Communications and Media
This session looks at how Microsoft's approach to SOA helps Communications and Media sector companies to:
- Rapidly deliver new services and products to market
- Drive internal efficiency and systems agility
- Aggregate operator network and IT assets to offer new convergent solution for end customers

It will take a scenario based approach to illustrating how leading service providers have leveraged our technology solutions.
Speaker: Jaron Cohen, Service Enablement Solution Specialist, Microsoft Asia-Pacific

BPM, SOA, and Multi-Channel Integration in Banking
This session looks at how Microsoft's approach to SOA helps Financial Services companies to:
- Design people centric processes and solutions
- Leverage connected systems to drive channel integration
- Connect users and systems to data and processes

This will utilize an envisioning approach to branch banking based on SOA and BPM.
Speaker: Neal Cross, Solution Specialist, Application Platform, Microsoft Australia