

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.

  
marcusevans

### Meet the XML eBusiness Leaders:

DUPONT	JCPENNEY CO., INC.
FORD MOTOR COMPANY	KEYCORP
AT&T WIRELESS -FIXED WIRELESS DIVISION	WELLS FARGO BANK
SABRE INC.	RosettaNet
SBC COMMUNICATIONS	XML GLOBAL TECHNOLOGIES
CISCO SYSTEMS INC.	OPEN APPLICATIONS GROUP INC.
LUCENT TECHNOLOGIES CIO	ALLAIRE
IBM	CONTIVO INC.
XMLSolutions	QAD, INC.
INTEL ARCHITECTURE LABS	

### 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

Media Partners



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conferences

## day one

Wednesday, February 7, 2001

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 relational 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**

## day two

Thursday, February 8, 2001

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**

## Pre-Conference Added-Value Workshops

Tuesday, February 6, 2001

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**

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## Post Conference Value-Added Workshops

Friday, February 9, 2001

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**

