

Invitation to the SOA Event of the Year

Making an IMPACT in your Organisation

½ day free seminar covering:

- ✓ The key announcements on Smart SOA from the SOA market leader, IBM
- ✓ Guidance and commentary on how to gain maximum value from Smart SOA from industry experts, Alphacourt
- ✓ Case studies from successful Smart SOA adopters

3 Date UK Road Show:

7th July – London

9th July – Edinburgh

15th July – Warwick

A 3D graphic featuring the word 'Smart' in a white, cursive script font positioned above the letters 'SOA'. The 'SOA' is rendered in large, bold, blue 3D block letters. The entire graphic is set against a dark blue background with a perspective grid on the floor and a reflection of the letters below.

Sponsored by Alphacourt and IBM

IMPACT

COMES TO YOU

Local skills. Global impact.

| Time | Description | |
|-------------------------|--|--|
| 8:30 a.m. – 9:00 a.m. | Coffee and Registration | |
| 9:00 a.m. – 9:10 a.m. | Welcome | |
| 9:10 a.m. – 9:40 a.m. | Keynote A: Smart SOA – IBM's latest SOA & BPM Strategies IBM will present an overview of their new announcements covering their SOA and BPM offerings. | |
| 9:40 a.m. – 10:10 a.m. | Keynote B: Smart So What – How to Gain Maximum Value from Smart SOA Alphacourt provide guidance and commentary on what the new announcements will mean to you. | |
| 10:10 a.m. – 10:30 a.m. | Break | |
| Breakout Sessions | Business Optimisation | Technical Integration |
| | Accelerating Business Change with IBM BPM: Strategies and Case Studies | Enabling Business Flexibility with IBM SOA: Roadmaps and Examples |
| 10:30 a.m. – 11:30 a.m. | | |
| 11:30 a.m. – Noon | Discussion: Making an Impact in Your Organisation How to take back the benefits from the most-current SOA & BPM insights. | |
| Noon – 1:00 p.m. | Lunch & Close | |

- ✓ Come to the **biggest IMPACT event** in the UK to learn about the latest insights on deploying SOA & BPM using IBM WebSphere solutions.
- ✓ Hear about the latest features and upgrades to your core integration platforms to **enable business agility, increase flexibility** in change, and **reduce the costs** and maintenance burden for your IT systems.
- ✓ **SOA thought leaders** Alphacourt will provide guidance and commentary on what these announcements mean to you and how to best take advantage of them.
- ✓ All of this crammed into a **half day** in a venue near you to allow you to fit this event into your busy schedule.

3 Date UK Road Show:

Mon 7th July – London (South Bank)
Wed 9th July – Edinburgh
Tues 15th July – Warwick

Register [here](#) or Contact Alphacourt:

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Alphacourt
The Integration Practice

WebSphere® software

