Impact 2010
The Premier Conference for Business and IT Leaders

May 2 - 7
Venetian Hotel
Las Vegas , NV
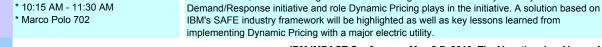
Energy and Utility
Event Guide

IMPACT 2010 addresses the most pressing business issues and challenges the Retail and Consumer Products industries face today, presents real life case studies from your peers and shares the latest practical ideas for doing more with less in the new economy.

Monday May 3

Session ID: BMT-3133A *Track:* Mini Main Tent * 10:45 AM - 12:00 PM * Galileo 901	**Using Innovation to Become a High Performance Enterprise** *Rich Karlgaard, Forbes Magazine, Publisher; Bridget Van Kralingen, GM, IBM North America* Rich Karlgaard will share his insights on innovation & transformation in today's dynamic business environment. Session will also include IBMs own innovation and business transformation initiative that led to IBM becoming a globally integrated enterprise.
Session ID: TIE-2743 *Track:* Implementing Integrated Industry Solutions * 2:00 PM - 03:15 PM * San Polo 3506	**Engage Consumers to Save Power** *Dave Mobley, IBM, Consulting IT Specialist and Javier Torres, IBM , Software Engineer* Consumer Energy Portal. Home area energy network. Provide consumers and businesses with tools to proactively analyze and manage their energy usage. Provision and manage smart devices in the residence.
Session ID: BIS-3132 *Track:* Industry Solutions for Working Smarter * 03:45 PM - 05:00 PM * Galileo 903	**Optimizing the Smart Grid with Analytics and Insight** *Michael Valocchi, IBM GBS Partner, Global E&U Industry Leader* With innovative analytics capabilities, consumers can take advantage of variable pricing to purchase energy when it is cheap and sell excess power back to the grid. Providers can automatically monitor the health of the grid to predict power outages and remotely sense and isolate asset damage. And power demand can be understood in near real time, improving delivery while dynamically managing energy from a variety of sources, including new plug-in electric vehicles.
Session ID: BEE-2892 *Track:* Executive Education * 03:45 PM - 05:00 PM * Marco Polo 802	**New Business Models from Social Computing and the Promise of Cloud** *Michael Hugos, Center for Systems Innovation* Learn strategies for leveraging social media and cloud computing to quickly create scalable, cost effective systems to drive product development and sales through real-time collaboration with suppliers, partners and customers.
Session ID: BII-2321 *Track:* Insight & Innovation * 05:15 PM - 06:30 PM * Marco Polo 803	**Solutions for Sustainability Along the Value Chain** *Rich Lechner, IBM VP Energy and Environment* This joint session with IBM and Forrester Group will explore the alignment of an organizations business and environmental strategies and how organizations can successfully achieve sustainability.

Tuesday May 4

Session ID: BIS-1291 *Track:* Industry Solutions for Working Smarter * 10:15 AM - 11:30 AM * Galileo 903	**DTE Energy Drives Smart Grid Architecture with IBM** *Phillip Smith, DTE Energy, Manager of Enterprise Architecture* DTE engages IBM as a trusted advisor and leverages a range of capabilities and technologies, including the IBM SAFE framework, ESB and WebSphere Business Events to develop a Smart Grid architecture
Session ID: TCS-2914 *Track:* SOA Connectivity and Integration * 10:15 AM - 11:30 AM * Galileo 901	**Panel: WebSphere DataPower Administration** *Cross-industry panel including Cregg Hardwick, CenterPoint Energy, SOA Architect* Panel of experienced DataPower practitioners from IBM and our clients. Discussion and questions on administering DataPower SOA Appliances. Topics may include administrative security, role-based management for administration, firmware updates, and other administrative topics.
Session ID: BIS-2564A *Track:* Industry Solutions for Working Smarter * 01:30 PM - 02:45 PM * Galileo 903	**CenterPoint Energy Drives Efficiency by Seizing Emerging Opportunities** *James Laven, CenterPoint Energy, Project Manager, AMS Monitoring* Enables retail electric providers to offer new products and services. Strategies for capturing new business opportunities while at the same time reducing operational costs, and meeting stringent regulatory guidelines.
Session ID: 3168 *Track:* Service Oriented Architecture & Governance * 10:15 AM - 11:30 AM * Marco Polo 702	**Enlisting Customers in a Utility's Dynamic Pricing Program** *Robert Welch, CSC, President and Glenn Davidson, CSC, Sr. Partner* In this session, attendees will gain an understanding of the electric utility industry's Demand/Response initiative and role Dynamic Pricing plays in the initiative. A solution based on IBM's SAFE industry framework will be highlighted as well as key lessons learned from implementing Dynamic Pricing with a major electric utility.

IBM IMPACT Conference, May 2-7, 2010, The Venetian, Las Vegas, NV
For the latest information visit www.ibm.com/impact/industry

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Session ID: TIE-1524A
Track: Implementing Integrated Industry Solutions
* 03:15 PM - 04:30 PM
* Lido 3105

Electrabel GDF-Suez Reduces the TCO with Simplified EAI
Paul VanNieuwenhuyze, Electrabel, Program Manager & Service Level Manager
Electrabel extends its Multinational Enterprise Application Integration (EAI) environment and reduces TCO by 40% whilst providing dashboards showing a near real time view of critical business data.

Session ID: TDI-2238
Track: Dynamic Application Infrastructure
* 03:15 PM - 04:30 PM
* Casanova 502

Revealing the Mysteries of your CICS with CICS Explorer Tooling
Jim White, Southern California Edison and Diana Blair, IBM, Software Specialist
Discussion of the value of CICS Tools as they are integrated together as plug-ins under the CICS Explorer. You will hear how SCE simplified and improved maintenance processes using CICS Configuration Manager.

Session ID: BBA-1893
Track: Business Agility

* 03:15 PM - 04:30 PM
* Marco Polo 804

$140,000 Per Day: Achieving Breakthrough Improvements in Bottom-Line Performance Using Optimization *Jeremy Bloom, IBM ILOG Optimization*
Energy, financial services, transportation, and other companies are operating more efficiently, increasing their bottom lines, using advanced analytics based on optimization. Learn how they leverage optimization to make better decisions, faster.

Session ID: BBA-2885
Track: Business Agility

* 04:45 PM - 06:00 PM
* Galileo 1001

Accelerating the Pace Without Losing Control
Business Agility Panel
This panel discusses how companies have achieved controlled agility across business processes, applications and systems, specifically through the use of a business rule management system (BRMS). Balance the need for speed with better control to ensure worry-free compliance and rapid decision-making based on evolving business needs.

Wednesday May 5

Session ID: TCE-2817
Track: SOA Connectivity and Integration
* 01:30 PM - 02:45 PM
* Galileo 1001

Gain fast/flexible application integration w/ ESB Messaging solutions
Panel with Paul VanNieuwenhuyze, Electrabel, Program & Service Level Manager
Organizations are searching for ways to untangle costly and debilitating IT complexity associated with point-to-point connectivity. IBM's ESB Messaging & Enrichment portfolio connects, transforms and accesses data across heterogeneous business systems.

Session ID: TIE-2593
Track: Implementing Integrated Industry Solutions
* 04:45 PM - 06:00 PM
* Casanova 601

CenterPoint Maximizes the Value of their Business Interactions using BPM
Paul Strain, CenterPoint Energy, SOA Manager and Renee Cromwell, ECOE Solutions
This session will discuss how instrumenting smart meters to send information in real-time back to the utility enables CenterPoint to ensure accurate processing of data. The solution monitors the data to anticipate situations, such as tampering.

Session ID: TBP-2208
Track: Business Process Mgmt

* 04:45 PM - 06:00 PM
* San Polo 3403

Get Started using BPM BlueWorks Today
J. Basrai, Sr. Product Manager, IBM, J.Sneed, Manager BM
BPM BlueWorks empowers business leaders and analysts by providing collateral for learning about BPM, pre-built industry content to accelerate business process discovery and design, community and social networking

Thursday May 6

Session ID: TIE-2509
Track: Implementing Integrated Industry Solutions

* 09:00 AM - 10:15 AM
* Casanova 504

Xcel Energy's approach to use ESB technology to unify IT
Ken Lee, Xcel Energy, Chief IT Architect and Craig Lamont, Turning Point, President
With over 600 critical applications, the need to integrate into a unified IT service delivery capability required a determined approach to business justify and drive ESB integration technology into the company. This session will discuss how Xcel's Enterprise Architecture Group achieved these goals and how other companies can follow this example.

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Register for a FREE Business Value Assessment Clinics for Energy and Utilities

Are you struggling to convey how the latest technology will create a meaningful ROI for your organization? Are you unclear on how to build a compelling business case for change? An IBM Industry Business Value Assessment consultant is ready to help. Our team will provide free, one hour consultations to help you begin to shape the business case for your initiative. Get tips on how to build a business case in language that is meaningful to the decision-makers in your organization. Learn how to identify and quantify the value drivers associated with your project. Take advantage of our experience in developing financial value metrics for technology projects in multiple industries. Sign up today. Space is limited.

 Register at: www.ibm.com/impact/clinics.html

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Industry Solution Center Demos

Discover the Art of the Possible. Visit the Industry Zone in the solution center to see new technology and solution demos.

Come see the new Energy and Utilities demo *Smart Meter, Smart Home, Informed Consumer.*   [Ped IZ 13]

As the industry moves toward a smarter grid, utilities are beginning to looking for ways to take advantage of new smart meter technology. IBM is working with utility companies to design solutions around the emerging home automation space to provide the utility with the operational insights into consumption patterns of their customers so that they can make better informed operational and planning decisions.

Also visit these Business Partner demonstrations
> **Dassault Systemes** (ped C1)
> **ESRI** (ped E 20)
> **Avnet Technology Solutions** (ped IZ 3 & 4)
> **Nuance** (ped E 11)

Open on Sunday from 5 pm to 8pm, and Monday, Tuesday and Wednesday from 11:30 to 4pm

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Technology Tours

Guided tours of the Impact 2010 Solution Center will be available every 45 minutes from 11:30 AM to 3:15 PM Day 1 - Day 3 of Impact (May 3, 4 & 5.) All tours gather and begin at the Solution Center welcome/information desk located at the main entrance of the expo; Hall D.

There are five Technology Solution Tours that may be of interest for Energy and Utility attendees.
  Discover insights that enable innovation
  Maximize the value of business interactions
  Optimize productivity and resources
  Amplifying the value of core WebSphere technologies
  Using the power of your System z investments

More detail can be found here.   Click here to register or visit the Information Desk in the Solution Center