

LCTY – Integration Day

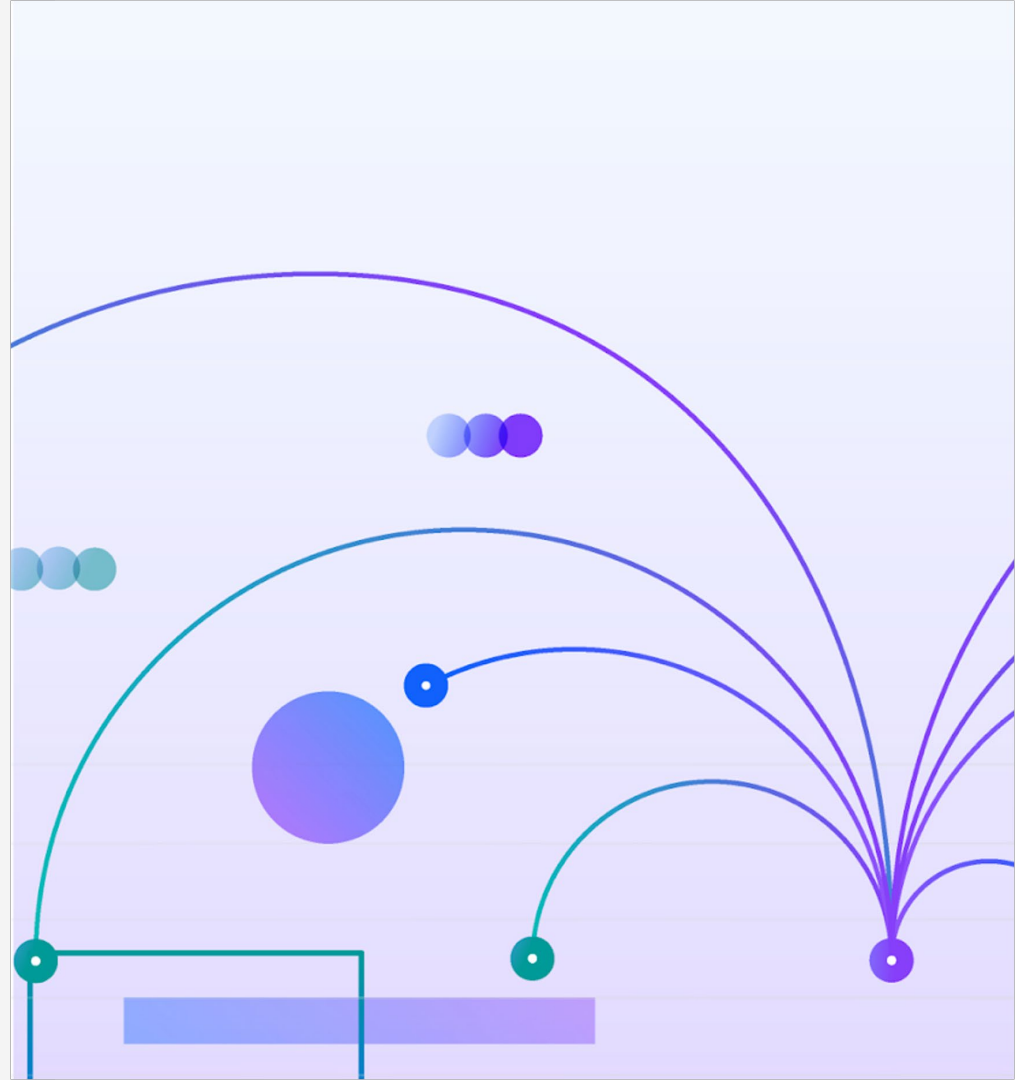
Begrüßung & Einführung

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April 26th 2023

Heinz-Joachim Schmitz
CTO Automation IBM DACH

Simon Senft
Senior IT-Automation Sales Leader & Automation Ambassador

Oliver Lucht
Senior IT-Automation Technical Sales Leader



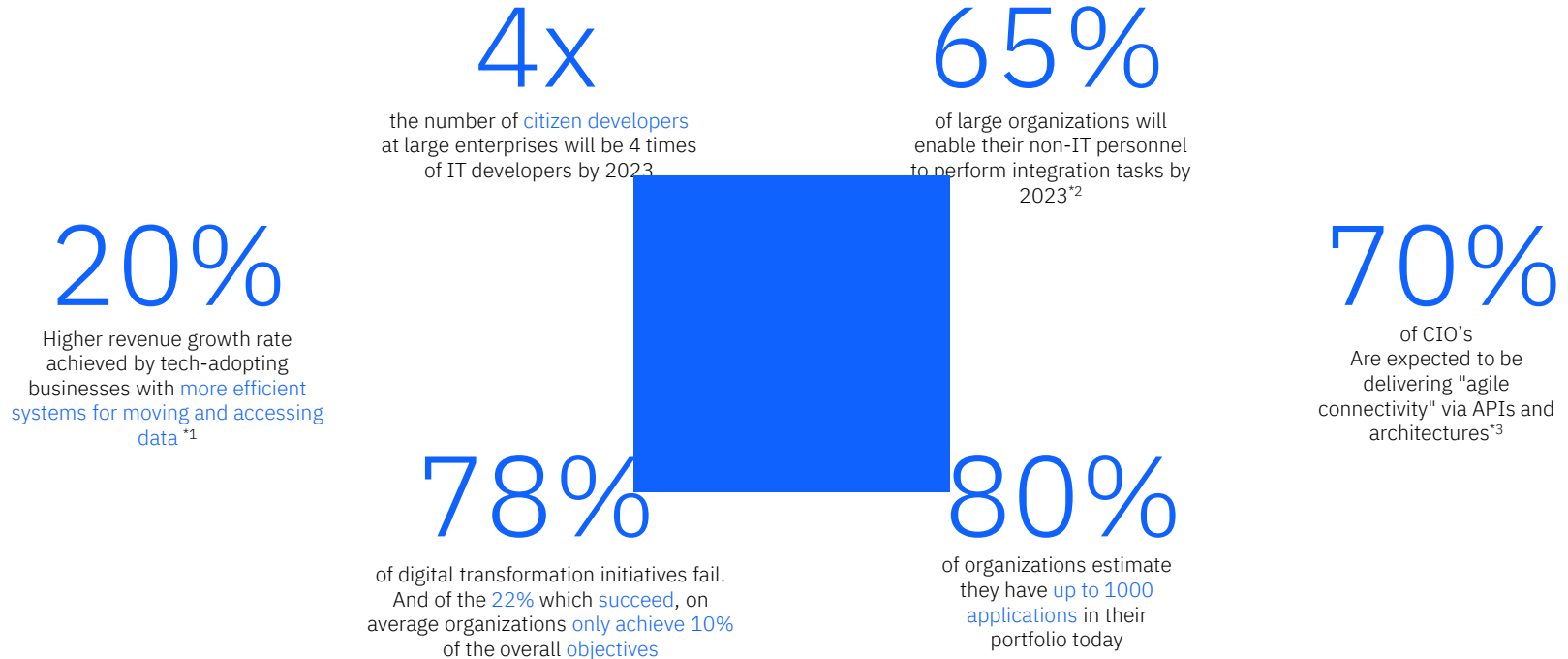
Agenda of Today - Vormittag

Start	Ende	Dauer	Vortrag	Sprecher
09:00	09:20	20	Begrüßung und Einführung	Heinz-Joachim Schmitz, CTO Automation DACH, IBM Simon Senft, Senior IT-Automation Sales Leader, IBM Oliver Lucht, Senior Automation TechSales Leader, IBM
09:20	09:50	30	Die Zukunft der Integration	Leif Davidsen, Program Director, IBM
09:50	10:00	10	Pause	
10:00	10:30	30	Von IBM IIB nach App Connect Enterprise – a side by side migration story	Franz Degenhardt, X-INTEGRATE
10:30	11:00	30	Vorteile von App Connect Enterprise in einem Cloud-Native-Deployment	Murali Sitaraman, Senior Technical Specialist, IBM Integration EMEA
11:00	11:15	15	Pause	
11:15	11:45	30	API Management für agile Unternehmen	Murali Sitaraman, Senior Technical Specialist, IBM Integration EMEA
12:15	13:00	45	Mittagspause	

Agenda of Today - Nachmittag

Start	Ende	Dauer	Vortrag	Sprecher
13:00	13:30	30	StepZen – Mehr aus Daten und APIs rausholen	Roy Derks, Developer Experience & Relations, StepZen
13:30	14:00	30	Smarte Integration von Applikationen mit IBM App Connect	Leif Davidsen, Program Director, IBM
14:00	14:30	30	Neuerungen bei der asynchronen Integration mit IBM MQ	Matt Sunley, Principal Product Manager, Event Integration, IBM
14:30	14:45	15	Pause	
14:45	15:15	30	Wandel der Ereignis Integration	Leif Davidsen, Program Director, IBM Matt Sunley, Principal Product Manager, Event Integration, IBM
15:15	15:45	30	Verwaltung von cloudnativen, Messaging-basierten Anwendungen	Lars Besselmann, Senior Technical Specialist, IBM Integration EMEA
15:45	16:00	15	Closing Panel “Ask Me Anything”	Heinz-Joachim Schmitz, CTO Automation DACH Simon Senft, Senior IT-Automation Sales Leader Oliver Lucht, Senior IT-Automation TechSales Leader

Warm-Up Quiz – Why is Integration so important?



IBM Software aligns to key automation use cases

IBM offers the only AI-powered solution that automates and integrates across business and IT

Make **People**
more **Productive**

Make **Businesses**
more **Scalable**

Make **Systems**
more **Resilient**

Integration

Connects applications and systems for real time exchange of messages, events and processes across hybrid cloud

API | App Integration | Events | Messages

Business Automation

Reduces manual labor and eliminates process delays to accelerate business performance

RPA | Process Mining | Decisions | Workflow

IT Automation

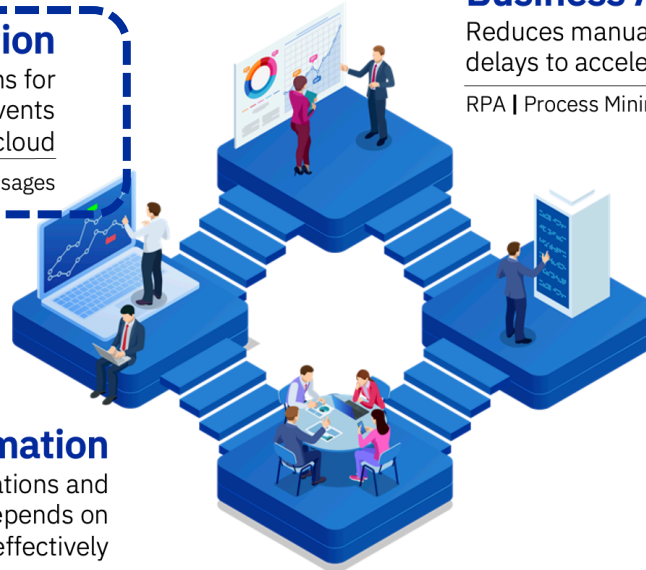
Ensures the applications and infrastructure your business depends on are always on and perform cost effectively

Observability | App Resource Mgmt | AIOps

Platform

Modernizes and automates deployment, operations and performance for applications and systems

Mono2Micro | Health | Security



2023 Integration Portfolio

IBM continues to enhance its capabilities with new products to address current and future customer challenges

