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# Web Services at the Desktop - A New World Order

*Thomas M.  
Koulopoulos*



Over 750 years ago on the plains of Runnymede, King John was served papers containing a list of demands to be recognized and confirmed by his royal seal. The vestiges of royalty that survived are in large part due to King John's acquiescence to those demands and the principle of democratization. It was perfect irony that to survive, the monarchy had to open the door to its ultimate demise.

Today the Internet has been woven into a new Magna Carta, and like the courageous Barons of the Thirteenth Century, buyers of enterprise technology have penned their own bill of rights and served them to the present day technology monarchy.

After decades of being told that platform independence was impossible, that applications had to live in organizational silos, that information systems were doomed to fragmentation, and that monolithic dominance by benevolent technology vendors was the only way to achieve near compatibility, an alternative is being demanded. This is in part, due to the economic crisis being faced by every organization, and now in larger part, due to the realization that there is an alternative – *Web services*.

However, Web services are at a fork in the road. Two distinct paths are emerging. The first is the path that leads to the evolution of Web services purely as a development language at the level of the operating system, where the services are hidden from all but the applications providers. The other path leads to Web services as an open environment of business objects that can be directly developed, shared, and owned by end users. The two paths lead to two very different futures for Web services and computing. What is clear is that for Web services to come at all close

to their promise they must somehow end up in the hands of end users in a way that makes them fully accessible at the desktop.

*Although there are many possible applications where Web services at the desktop are attractive, the area with the most immediate traction and visibility is the process space.*

So which path will Web services take? At this point it's a race to critical mass. Neither direction has reached a tipping point. There are however some developments on the horizon that may tilt the field for Web services to the desktop.

Although there are many possible applications where Web services at the desktop are attractive, the area with the most immediate traction and visibility is the process space. In the current economic climate business process is one of the most likely areas to draw the attention of cost conscious companies. In addition once the work force is reduced the process is naturally interrupted, making way for process redefinition. But most importantly, in today's organizations, the extended nature of the enterprise means that more processes are being shared across larger value chains. Yet, there is less budget for IT to address process automation. The result is overwhelming frustration for end users who have no place to turn. All of this serves to only increase the momentum towards desktop Web services as the next era of enterprise software.



The mandate in this new era is simple, invest incrementally and integrate what you have. But integration does not bode well for many of the software technology vendors who profess to be so clearly behind it. The problem that traditional technology vendors (first, middle and last wave) will find with this great new charter of Web services is that it signals the death of single-vendor dominance and opens the door to a level of software applications commoditization, componentization and interchangeability unimaginable just a few years ago.

there is immense ROI in its use. In large part that has to do with the relatively low cost involved in incrementally scaling an e-mail application across the enterprise and then throughout the value chain. Simply put, you don't need an ROI for a technology that costs less than the ROI study. By the time your investment increases to a substantial amount the ROI is self-evident.

*Simply put, you don't need an ROI for a technology that costs less than the ROI study*



Three

It is the reason Web services is so hot and yet still so invisible.

On the one hand the old guard cannot simply roll over. And the plain truth is that there is too much at stake in these solutions

Doubtful? Twenty years ago most of us would have thought it patently absurd to believe that PCs would take over enterprise computing. Today we wonder how we could have been so short sighted. Much of this has been due to the unpredictable network externalities of PCs, that is the ability to increase their individual value as we connect larger numbers of them to each other. The result has been beyond our wildest expectations. Today vast global grids of desktop computers are engaged in connected, coordinated efforts ranging from SETI (Search for Extraterrestrial Intelligence) to finding cures for cancer and AIDS; and most of this has occurred without design but rather through a groundswell, peer-to-peer, movement starting at the desktop.

*End of the Enterprise Application Software Era*

Function-centered Enterprise Applications

First Wave:	Second Wave:	Third Wave	Next Wave:
<ul style="list-style-type: none"> <li>• Financial Acc't</li> <li>• Payroll</li> <li>• Inventory Mgmt.</li> </ul>	<ul style="list-style-type: none"> <li>• ERP</li> <li>• Human Resources</li> <li>• Supply Chain</li> <li>• Collaborative</li> </ul>	<ul style="list-style-type: none"> <li>• CRM</li> <li>• Sales Force Automation</li> <li>• Adv. Mfg.</li> </ul>	<ul style="list-style-type: none"> <li>• Web Services</li> <li>• Progress</li> <li>• Integration</li> <li>• Applications</li> </ul>
1970 - 1980	1980 - 1990	1990 - 2000	
IBM McCormick & Dodge	SAP Oracle Apps	PeopleSoft i2 Siebel	??????
Host-based Architectures	Client-server Architectures	Early Web Access Models	

for most end users to want them to roll over. On the other hand the cost benefit, flexibility, and payback on Web services is analogous to e-mail. Although it is impossible to find someone who has actually done an ROI on e-mail nobody will deny that

The same trend that drove PC value creation is also driving Web services, and it is the most constant trend in the computing industry - the trend towards democratization of computing - driving the power and capability of computing tools down to the desktop and into the hands of the user. This is a new Magna Carta that vendors had better pay close attention to if they are to survive into the next decade.



## The Web Services Magna Carta



**Software Shall be Free**



**Applications Shall Fade Away**



**The Process-driven Desktop Shall be Public Domain**



**The "Business" Operating System Shall Belong to the Users**



**Commoditization Shall be King**



*Four*

### *Software Shall be Free*

This is a difficult thing to fathom, I agree. But no more so than it would have been for a telephone user of 50 years ago to imagine that phones would be throw away technology today. Nor could most people have foreseen just a few short years ago what would happen to the cost of cellular phones.

Clearly there has to be a profitable business model in order for to software companies to provide these solutions. However, our traditional view of enterprise systems has limited these models to monolithic software packages. What if the model changed through the advent of Web services? In the case of process-based software there is a viable argument to be made that the price point at which people will buy into a solution is in the hundreds of dollars per seat rather than thousands (regardless of macro economic context, i.e. no budget); if the technology is to ever get into the hands of the people who own and understand the processes - are intimate with them - this has to be the case. But the other point that looms large today is that there is a clear macro economic crisis causing everyone to look at their processes

under a microscope focused on risk and cost savings. This may be the most significant influence in bringing business processes back to center stage. After all, Magna Carta don't get written in fair weather.

The ability of the Web to act as an instantaneous delivery vehicle for dissemination of applications is far too tempting for most software providers - even those who have built their business on monolithic enterprise applications. By infiltrating the enterprise with their brand these vendors hope they will be able to go back and provide the backend services that enable their clients. One of the best recent examples is the acquisition for \$3.5 Billion of PwC by IBM's Global Services group. To invert a popular analogy, "The gravy is not in the blades (software/hardware) but in the razors (services)."

### *Applications Shall Fade Away*

Microsoft asks, "Where do you want to go today?" Most users respond, after looking at the chaos that typifies their computer desktop, with "Where the hell am I to begin with?" Applications create islands of automation; they separate and segregate functions that are intuitively part of the same process - it's like changing tires every time you cross state lines. This is paramount to using a different type of phone for every state you want to call. The absurdity of application silos has been ignored since there has been little

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### Web Services Killer App

Democratic computing models such as Web services are visionary and need a practical usage model to build momentum – not in the form of another theoretical white paper, but rather a specific software product that creates a killer app with a viral adoption rate.

The trend is identical for nearly every radical software genre, from relational databases to spreadsheets to groupware. In each case one product ultimately defined the market (i.e. Oracle, Excel, Notes).

The catalyst to launch the next wave of enterprise application development using Web services is most likely going to be business process automation – in large part because of the enormous pressure on businesses and individuals to streamline operations and do more with less.

While there are some large scale initiatives under way, such as FIPER (Federated Intelligent Product Environment sponsored by NIST), which are intended to do this in a big way for manufacturing, these do not address the more critical element of process automation at the desktop.

Although the idea of BPA is not new, one vendor that we uncovered, Nobilis, is taking a new approach by providing business users with self-service process that can be built and launched as Web services from within their standard desktop applications. As with spreadsheets, this removes the barriers that exist between programming and delivering business applications. Dynamically configuring applications by linking the logic, rules and services from various sources produces immediate business solutions – driven by the business user.

The real paradigm shift however, is the cost – \$399/user for the company's ProcessWriter toolkit, which is an enterprise scale solution rather than a personal productivity tool. With IT spending under the most severe scrutiny in decades this presents an entry point that could well jump start the cash strapped enterprise software market and define the killer app for the Web services.

alternative, until the advent of the Internet. Expect that 5 years down the road all talk of applications go away. Word processing, spreadsheets, databases, all become part of a single integrated business environment – the Business Operating System. Users no longer launch or care about applications. Web services provide a means of integrating the functionality needed on demand.

*The Process-driven Desktop Shall be Public Domain*

**Follow this logic: Proprietary interests in the desktop create fragmentation of platforms; processes cut across platforms; organizations are increasingly using virtual structures as one of the key competitive forces; virtual processes must be supported by a ubiquitous universal platform; ergo proprietary platforms must go away. Don't buy into that? Well try this – given the option, users won't put up with process solutions that don't allow them to connect with customers and partners. Web services are the option and the end game is in sight. Products are already being introduced that will allow users of traditional desktop applications to stitch together processes across desktop apps in an extended value chain – whether the application vendors like it, support it, or not!**

*The "Business" Operating System Shall Belong to the Users*

**Users refuse to be held hostage by technologists and technology interests. Operating systems have, until now, reflected the underpinnings of file structures, directories, platform nuances, and procedural logic, but this is not where Web services should reside. All of this should be transparent to the user. The rules, roles, and routing of the business process must be expressed in means that**



*Five*



are compatible across platforms and plainly obvious to the most naive of end-users. The Business Operating System acts as an intelligent layer that coordinates work and information across business processes using intuitive GUI-based metaphors that are identical without regard to the underlying platform. This is already taking place today in the form of enterprise portals. However, the portal platform is still an evolving enterprise solution. Portals need to stretch farther and evolve into platforms, replacing intra/extranets, and the Business Operating System needs to become an open library of user accessible business objects.



*Vise*

*Commoditization Shall be King*

Let's not belabor it. In a word, economics. Incremental investment has lower risks and shorter payback.

## Power to the People

It is difficult to fully appreciate the way Web services will play out without resurrecting another long forgotten analogy, which plays well in illustrating the power of democratic computing - the rise of the GUI.

I can vividly recall the incredible difference in attitude among computer users and software vendors when graphical user interfaces were first introduced by Apple Computer. Vendors were aghast at the notion that such a sophisticated machine could be reduced to a Crayola crayon mentality. Computers were complex and difficult to use because they solved complex and difficult problems. Simple interfaces would never be an excuse for the lack of a developer's skills, nor could they ever replace the security of a well built application.

Users on the other hand were frothing, rabid with empowerment. They could barely contain themselves when their Apple arrived and liberated them from the shackles of the proverbial 30 man-year backlog of applications development that had caused them to do all but tip their hats and curtsy to information systems professional - in hopes that their application request might someday move up a few years in the backlog.

At first the radical Apple users were regarded as anomalies, solo flights that didn't have what it takes to be team players. And if ever they needed help to move their puny personal applications into the mainstream of the enterprise, IT would look at them in the same way that my auto mechanic often looks at me when I bring my car in for several hundred dollars worth of repairs, which were obviously necessitated by a \$20 pair of ViseGrips.

So it went for the first ten years, until the tables began to turn and users proved to themselves, and to IT, that they may actually be able to solve their problems without the "professionals."

As software vendors provided more sophisticated desktop solutions and hardware vendors increased the power of the desktop the democratization of computing became a reality. With the ability to control their desktops users now demanded the same control over other

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**The rampant empowerment at the desktop  
has resulted in a convulsion of disconnected  
business tasks that are bound only by the process  
knowledge in the user's head**

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A self-service desktop has at least two distinct features. It is reflective of the process and the worker's role in it and it allows alteration of process flow in real time.

By reflective I mean that it provides a graphic visualization of the process and the user's role in it. Imagine that this is a 35,000-foot view of the organization, which depicts all of the tasks and connections between tasks as well as descriptive narrative that describes the process.

Alteration of process flow provides the ability to modify the tasks and the connections with a simple click-drag-and-drop interface. Users can literally change the process at will (and in accordance with security or authorization levels) by simply manipulating a mouse. Over time this creates a groundswell effect that results in an enormous library of process objects that can be used throughout the enterprise or value chain. Some processes may still be defined end-to-end but the real knowledge of how the organization works will be housed in these libraries.



*Seren*

enterprise applications. IT resisted, noting that the integrity of corporate applications was not the domain of untrained users, but the arguments were often moot. By then many users were simply going out and making technology investments on their own. For better or worse the cat was out of the bag; desktop tools such as Excel soon became the backbone of accounting and budgeting and e-mail the foundation of corporate governance.

Clearly this phenomenon is not without its liabilities, which, among other things, includes the lost productivity in maintaining myriad software applications, hardware devices, and utilities at every desktop. But today no amount of prodding can separate users from their umbilical attachment to their personal applications – what I call their self-service desktop.

**This is where the problem lies today. The rampant empowerment at the desktop has resulted in a convulsion of disconnected business tasks that are bound only by the process knowledge in the user's head.**

**Effectively users are becoming involved in defining and redefining the business rules that govern the execution of their applications. This was always the case, but now the task is that much more demanding and complex. What is needed is a path to process coordination and change that is direct and instantaneous. This is where some of the most visible Web services applications will soon evolve.**

**The fact is, empowerment must be more than lip service. It must provide the people most likely to understand the process with the tools to change and modify it as it changes – in many cases too fast for developers, who are “one-removed” from the process, to keep up.**

**Democratic computing is not simply a matter of soliciting user input occasionally, or frequently for that matter. That approach worked when organizations had more time to follow the tedious route of systems analysis through its linear phases. The uncertainty and spontaneity of today's markets has taken that luxury away. Democratization computing is, and always has been, about giving users smart tools at their fingertips on the desktop, which, in their own hands, can be used to build responsiveness and agility. Only by bringing Web services down to this level can we ever hope to rewrite the Magna Carta and bring the power of process to the people.**





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From the President

***Suddenly, it's all about integration; it's about time!***

Getting technology and business systems to work together within the enterprise and with partners and customers is the key to payback, competition and success.

Which is why I'm inviting you to join me this October for Delphi's Integrated Enterprise Summit to **focus exclusively on the issues, opportunities, and challenges of integration** faced by buyers and users of portals, Web services and business process technologies. It is a multitrack event with **40 separate end-user presentations**.

No-other event has Delphi's access to the thought capital reflected in the content and faculty of the Integrated Enterprise event. The roster of end user faculty includes end user presentations from:

***Aventis Pharmaceuticals, Cisco, Coors, Baxter Healthcare, Hewlett-Packard, Ford Motor Company, Fujitsu, General Motors, Hale and Dorr, Intel, McKesson, Perot Systems, Research In Motion, USPS, The US Pacific Fleet, The World Bank, and many others.***

Keynoters include the incomparable **David Weinberger**, of Cluetrain Manifesto fame and **Bob Buckman**, former Chairman of Buckman Labs.

Join us today by reserving a seat at the Integrated Enterprise Summit and **you'll also receive the limited pre-release data** from our latest comprehensive survey on the portal and Web services market to be released in September.

When you attend this event you will learn not only about the technology behind the solutions but most importantly the **business uses and cases for portals and Web services**. This event will provide you with the best education, networking, and insights available – no matter in what stage you find your evaluation or implementation effort.

Of course, as an attendee, you can also schedule **private 1-on-1 meetings with senior Delphi analysts** as part of the conference "Ask Delphi" program. The value of these sessions alone to attendees is often worth attendance. As a previous attendee, Chris Meyer of JD Edwards, said, "[this is] information you can use as soon as you return to your work."

All in all it is the most balanced education you can get – you'll be at the leading edge in terms of understanding the incredible power of these technologies and solutions.

And don't forget that **we guarantee your complete satisfaction** – find another event organizer that does that!

Join me as we bring together the real movers and shakers who will define the integrated enterprise and your company's success.

Sincerely,

Thomas Koulopoulos  
President, Delphi Group

*As a market maker Delphi takes an active role in shaping markets. Unlike event organizers who have little to no content expertise, poorly defined communities, and fragmented program content, Delphi's core competency is the objective assessment of technology on large business users; our core assets are an extensive community of Global 2000 contacts, and outstanding thought leadership.*

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***At this Conference you are not merely an attendee, you are a key member of a community. Every aspect of this event is designed to help you create a life-long network of relationships for your career. From the interactive workshops, to catered lunches to dynamic breakout sessions to evening receptions, Delphi Group's conference offers an unprecedented opportunity for networking, socializing, and learning from peers representing the leading Global 2000 organizations.***

***"The Delphi Group is the place for senior management to think, to expand and accept or validate ideas in a framework of community."***

**Eric Schummer, CEO  
VirtualCom, Inc.**



## Case Studies Presented by End Users – NOT VENDORS

Delphi events include only END USERS who represent the most visionary and qualified speakers on the event's topics. We take great pride in only retaining an experienced, senior level END USER faculty that understands the strategic impact of evaluating and implementing new technologies.

Each session offers you a high-powered interactive environment that will capture the best experience and multiple tools – for you to bring back real-world solutions to your organization.

For over 12 years thousands of attendees to our events have expressed their satisfaction with the exceptional value and quality of our END USER format over that of traditional vendor staffed events where knowledge is replaced with thinly veiled advertorials.

### The Integrated Enterprise Summit Speakers Come From Companies Such As:

Applied Knowledge Group	Intel
Aventis Pharmaceuticals	Journal of The Hyperlinked Organization
Baxter Healthcare	Kiesling Associates LLP
Bechtel Communications	McKesson
Brobeck, Phleger & Harrison, LLP	Naval Facilities Engineering Command
CIO Magazine	Novellus Systems
Cisco Systems	Perot Systems
CNA Insurance	Pricewaterhouse-Coopers LLP
Coors Brewing Company	Research in Motion
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General Motors	The World Bank
Fujitsu Network Communications	Unisys Corporation
H Lundbeck A/S	United States Postal Service
Hale and Dorr	US GSA-National Capital Region
Hewlett-Packard Company	US Pacific Fleet
INCAD sro	USGS Center for Biological Informatics (USGS)
Infonet Services Corporation	
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### What Sets This Event Apart

- A complete line-up of the most experienced end user case study breakout presentations for Enterprise Portals, BPM and Web services
- Meals, receptions and conference activities all centered around your ability to network and build a community of peers
- A clear focus on the business implication of Web services
- A best value guarantee that assures you the best attendee fee

### Why Should You Attend?

- You need the resources, best practices and back-up to demonstrate ROI and cost-justification
- You have an approved project and need to make the best possible decision on solution providers and implementation methodology
- You have an implementation of Enterprise Portals, BPM and Web services under way and want to network with experienced users who have already deployed these technologies in companies like yours
- You are evaluating the impact of Web services on your business, value chain and industry and need the latest insights about the business implications of this new technology
- You are looking for the single, comprehensive source of information and contacts for Enterprise Portals, BPM and Web services solution providers, end users case studies, and best practices

### The Delphi Guarantee

- Delphi does not simply organize events. Our consultants are experts, authors, and luminaries in the field, having delivered thousands of seminars and consulting engagements for over a decade.
- Delphi offers events that collectively addresses the needs of management, business analysts, project managers, and IT staff.
- Delphi's event agendas are tailored for networking and community building so you won't feel lost in a room full of strangers.
- Delphi provides an interactive experience in which participation is encouraged and channeled into each day's accomplishments.
- Delphi provides practical methods for categorizing and classifying the different technologies that make up the marketplace.
- The Delphi instructors and event faculty are active professionals in their field. They bring the collective experience of an entire organization to each day's sessions.
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Joel Orr, Principal/Editor,  
Extranet News

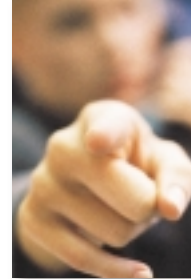
**Thomas Koulopoulos, Delphi Group**  
*The Digital Value Chain - A Competitive Magna Carta*  
 Monday, October 28 at 8:30am - 9:15am

At the end of the day only one thing matters - integration. Although it may have been the recent turn of events in the economy that brought this to the forefront competition has always been about how well you leverage your investments to work with each other. From plant and machinery, people and partners, information and systems, integration is the metric of success – and progress. It may appear a daunting task in today's environment of constrained resources but the opportunities for integration have never been greater. Technologies such as the Semantic Web and Web services are just the tip of this iceberg. Come listen to Tom as he takes a tour-de-force of the frameworks, concepts and technologies that are building the integrated enterprise and the Digital Value Chains of tomorrow – your Magna Carta for success.



**YOUR Keynote Panel**  
 Monday, October 28 at 4:45pm - 5:45pm

A keynote unlike any you've ever attended. Most panel discussions lull you into boredom with monotonic talking heads. Not here. Take a bit of Jerry Springer, add just a touch of Geraldo, throw in a group of opinionated industry leaders, and finish it off with attendees eager to get answers and you get the idea behind this keynote panel. You will lead the discussion through the many questions that you need answered, while Tom Koulopoulos, Delphi President, turns up the heat for our panel of industry leaders. A rapid fire, insightful session. Come prepared to participate – after all this is YOUR keynote.



**David Weinberger, Journal of The Hyperlinked Organization, Author of Cluetrain Manifesto,**

*Integration from the Bottom Up: A Free Market Approach to Integration*  
 Tuesday, October 29 at 9:00am - 10:00am

David Weinberger is the best-selling author of The Cluetrain Manifesto and one of the industries sharpest commentators. From his monthly webzine to his insightful commentary on NPR, he has been a voice of unreason rising above the din, forcing us to question the obvious. In his keynote David will provide an cutting look at today's corporate integration projects. His premise is as simple as it is disturbing: integration of technology and infrastructure if done only top-down will drive the life out of businesses. Instead he will challenge you to consider the merits of bottom up integration which matches the massive, self-organizing, integration of people, projects and ideas already spontaneously occurring. While planning and organizing are obviously important, much of the value of the bottom-up integration comes from its very messiness. In this provocative session, David Weinberger looks at the deepest lessons the Internet teaches us about the value of disorganization.



**Robert Buckman, Applied Knowledge Group**  
*Building a Knowledge-Driven/Time-based Organization*  
 Wednesday, October 30 at 9:00am - 10:00am

An internationally renowned expert on developing knowledge-based organizations; a member of the Delphi Company of Fellows, along with Peter Drucker, Tom Peters, Dee Hock; and one of the most highly rated keynoters at our events; Bob will share his perspective on facilitating knowledge sharing across borders, cultures and languages) in a global organization by:

- Establishing a common set of values that are global in scope
- Developing Simple systems for communication using a simple protocol
- Determine the business needs around which knowledge will be shared
- Learning how to share knowledge in a networked model rather than the sequential model of Command and Control
- Focusing on the element of Time to improve productivity

Based on the simple insightful premise that Ninety percent of your integration effort will be spent in the area of Cultural Change, Bob's keynote will challenge you to change the culture within which you operate so that you can take advantage of the technologies you have and redefine the time-based productivity of your organization.



*"This was the best conference I have ever been to, bar none."*

**Thomas White,**  
 Technical Consultant,  
 Sargent & Lundy

*"I appreciate the ability to get a concentrated education on the marketplace, as well as case studies, all in one event."*

**Vickie Wickhorst,**  
 Sales Manager,  
 Kaiser Permanente

*"An excellent event! Great balance of substance and networking opportunities."*

**Deidre Paknad,**  
 President & CEO, CoVia

*"Big ideas are the takeaways and new contacts and potential partners abound."*

**Kevin Mindenhall,**  
 President  
 Ecomm Systems

*"The variety of experiences and approaches exposed here has been invaluable in clarifying my thoughts on the future business opportunities."*

**John Decaire,** President  
 National Center for  
 Manufacturing

## Monday, October 28

7:30am - 8:30am	REGISTRATION/Continental Breakfast			
8:30am - 9:15am	<b>KEYNOTE ADDRESS:</b> <i>Thomas Koulopoulos, President, Delphi Group. The Digital Value Chain – A Competitive Magna Carta</i>			
9:15am - 10:00am	<b>KEYNOTE ADDRESS:</b> <i>To Be Announced</i>			
	<b>TRACK 1</b>	<b>TRACK 2</b>	<b>TRACK 3</b>	<b>TRACK 4</b>
10:15am - 11:00am	Transforming a Global Corporation via an Employee Portal	Information Strategies in Reality	The Integrated Enterprise via Managing Handhelds	Moving Portals and Web Services to the Mobile Broadband Infrastructure
11:15am - Noon	Creating a Supplier Collaboration Environment	Leveraging Processes to Predict Results	Standardizing Web Services in the Decentralized Organization	<i>Delphi's Best Practices Awards</i>
Noon - 2:00pm	<b>Lunch in the Exhibit Hall / Exhibits Open</b>			
2:00pm - 2:45pm	Using Portals to Integrate Stakeholders and Processes	Achieving ROI from Business Process Integration	The Future of Extranets	Building Employee Communities Through Content, Collaboration and Commerce Portals
3:00pm - 3:45pm	Knowledge Management Strategy for Long Term KM Success	Enterprise Portal: A Flexible Gateway to Knowledge and Tools	Enabling Biodiversity Collaboration Around the World	<i>Delphi's Best Practices Awards</i>
4:00pm - 4:30pm	<b>APPLICATION LABS:</b> Focused Product Demonstration Sessions Showing Vendor Solution Features and Benefits			
4:45pm - 5:45pm	<b>YOUR KEYNOTE:</b> A Rapid Fire, Insightful Panel of Industry Leaders Answering YOUR Questions – Come Prepared to Participate			
5:45pm - 7:30pm	<b>Evening Reception in the Exhibit Hall / Exhibits Open</b>			

→ scheduled 15 minute break

## Tuesday, October 29

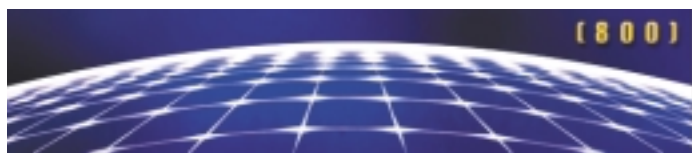
7:30am - 8:30am	REGISTRATION/Continental Breakfast			
8:30am - 9:30am	<b>KEYNOTE ADDRESS:</b> <i>David Weinberger, Editor, Journal of The Hyperlinked Organization. Integration from the Bottom Up</i>			
	<b>TRACK 1</b>	<b>TRACK 2</b>	<b>TRACK 3</b>	<b>TRACK 4</b>
9:45am - 10:30am	Enterprise Search & Categorization – the Heart of Solution	Enterprise Technologies for Collaboration	It's All About Implementation	Portal Technology: The Roadmap to Productivity
10:45am - 11:30am	Enforceability of Online Agreements	Strategies to Improve Mission Accomplishment	Increasing the Value of Business Relationships with e-Communities	Remodeling Your Business Processes to Serve the Digital World
11:30am - 2:00pm	<b>Lunch in the Exhibit Hall / Exhibits Open</b>			
2:00pm - 2:45pm	Intranet Portal Intelligence Delivery	B2E at Ford	Black Hole to Black Ink – Leveraging Existing IT Investments	<i>Delphi's Best Practices Awards</i>
3:00pm - 3:45pm	Improving Quality, Cycle Time, and Capability Using a Portal-based Knowledge Roadmap	Portal Collaboration Capabilities	Web Services – The Landscape	Portal Technology Awakens the Social Security Administration's (SSA's) Intranet
4:00pm - 4:30pm	<b>APPLICATION LABS:</b> Focused Product Demonstration Sessions Showing Vendor Solution Features and Benefits			
4:45pm - 5:30pm	Leveraging Enterprise Expertise	Challenges of Implementing a Service-oriented Architecture	Web Services – Where We Are Today	Capturing and Sharing Tacit Knowledge
5:30pm - 7:30pm	<b>Evening Reception in the Exhibit Hall / Exhibits Open</b>			

→ scheduled 15 minute break

## Wednesday, October 30

7:30am - 8:30am	REGISTRATION/Continental Breakfast			
8:30am - 9:30am	<b>KEYNOTE ADDRESS:</b> <i>Robert Buckman, President, Applied Knowledge Group. Building a Knowledge-Driven/Time-based Organization</i>			
	<b>TRACK 1</b>	<b>TRACK 2</b>	<b>TRACK 3</b>	<b>TRACK 4</b>
9:45am - 10:30am	Leveraging Corporate Tacit Knowledge Assets through Enterprise Expertise Management	Turning an Extranet into a Collaboration Tool	Managing Web Services	Portal Technology to Reduce Costs, Improve Sales Productivity and Drive Revenue
10:45am - 11:30am	Emergency Management, Projects, and Portals – Integrated Services and ROI	Integrating the Enterprise: The Vision and Reality of the Information Portal	The Three Faces of Process Collaboration Relationships	Business Intelligence and Enterprise Integration
11:30am - Noon	<b>APPLICATION LABS:</b> Focused Product Demonstration Sessions Showing Vendor Solution Features and Benefits			
Noon - 1:30pm	<b>Lunch in the Exhibit Hall / Exhibits Open</b>			
1:30pm - 3:00pm	Delphi Expert Wrap-Up			

→ scheduled 15 minute break



Monday, October 28  
10:15am - 11:00am

TRACK 1

**Transforming a Global Corporation via an Employee Portal**

Janet Beyers, BtoE Solutions Manager  
Hewlett-Packard Company

Hewlett-Packard's employee portal, @hp, has helped to completely transform their organization – facilitate global, instant employee communications, and improve the overall employee experience. Janet Beyers, BtoE Solutions Manager, will tell her first hand account of how Hewlett-Packard used their employee portal as a key tool to effectively engage 65,000 new employees on day 1 of their recent HP-Compaq merger.

TRACK 2

**Information Strategies in Reality**

Jane Boas, Corporate Communications Officer  
H Lundbeck A/S

As Corporate Communications Officer at H Lundbeck A/S, Jane Boas has lead the way for her organization to streamline their infrastructure from a scattered environment to today's integrated environment. She has been responsible for an Intranet solution and corporate website, which spans 43 countries. Her team has effectively handled a very large Intranet while at the same time rolling out corporate micro sites in less than a week.

Jane will share her experiences with the development and implementation of the Intranet with a focus on infrastructure, data warehousing, and content management.

TRACK 3

**The Integrated Enterprise via Managing Handhelds**

Tyler Nelson, Vice President Business Development  
Research in Motion

Handhelds can be a productive corporate computing asset. Managed properly, handhelds can be an empowering, productivity tool that will bring real value to your organization. However, they often contain sensitive data and are capable of accessing corporate data from outside the enterprise firewall that contain sensitive data and are capable of accessing data inside the enterprise firewall. Their proliferation can occur without IT's knowledge, the very organization expected to support and control them. If managed properly, handhelds can be

*Learn how  
GM tackled their  
implementation  
issues with hard  
data regarding  
ROI and the  
portal benefit  
and payoff.*

Monday,  
2:00pm - 2:45pm

strictly an empowering productivity tool that will bring real value to your organization. In this session dynamic speaker, Tyler Nelson, shares some of the keys to ensuring your enterprise is in control of, rather than being controlled by, their handhelds.

TRACK 4



**Moving Portals and Web services to the Mobile Broadband Infrastructure**

Scott Semple, Vice  
President Global Business  
Strategies  
Bechtel Communications

Business today is fast, knowledge-intensive, data-intensive, mobile, and brutally competitive. Keeping your current customers and winning new customers means putting the right information in the right place at the right time, and that's what portals and web services is all about.

As businesses move to the mobile broadband infrastructure to serve the mobile workforce, consider the following changes you can anticipate:

- Broadband changes more than the speed and volume of data, it changes the form of data.
- Broadband will allow the introduction of many new forms of high quality, high volume information.
- Broadband changes basic assumptions about information access and distribution.
- Broadband economics are based on data, not voice, revenue. Broadband network operators will derive most of their revenue from assembling and selling data.

In this session you will learn the specific changes that broadband communications < wired and wireless - will bring to knowledge access, portal strategies, and web services.

11:15am - Noon

TRACK 1

**Creating a Supplier Collaboration Environment**

Christian Verstraete, Global Practice Principal  
Hewlett-Packard

Hewlett Packard (HP) has put their money where their mouth is - developing a private "marketplace" where HP employees collaborate with over 120 suppliers by sharing forecasts, exchanging purchase orders, maintaining inventories, buying and selling components, and performing consolidated buying. In this session you will learn both the business and IT benefits and lessons learned related to this on-going implementation. HP's marketplace has currently saved \$100 million plus.

TRACK 2

**Leveraging Processes to Predict Results**

Richard Stinson, Firm Administrator / Senior  
Business Consultant  
Kiesling Associates LLP

Richard Stinson goal, through process-based accounting, has been to allow Kiesling Associates LLP to close next month's books today! Process-based accounting analyzes an organization's processes to anticipate future financial and non-financial results. Stinson knows that in order to properly manage a business today; managers need information that is both financial and non-financial in nature, and internal and external in focus. He will share the necessity of understanding how our processes create value at a given point-in-time, how to take the necessary action to ensure the

*Learn how  
HP's private  
marketplace has  
saved them 100  
million dollars.*

Monday,  
11:15am - Noon

performance is as targeted, rather than where it is now, or worse, where it was a the end of last month. Richard Stinson, as the one responsible for his firm's knowledge management and intellectual capital initiative has transformed Kiesling Associates to a process-based organization, expanding the power of their accounting systems to look forward as well as backward.

TRACK 3



**Standardizing Web Services in the Decentralized Organization**

Jeremy Schwartz, Project  
Manager  
Baxter Healthcare

Baxter Healthcare was in a critical position as regulatory risks grew and web technologies became essential. Baxter's costs began to spiral as regional facilities each developed their own web operations. Jeremy Schwartz has been responsible for the solution - a set of central web services that leverage common technologies, quantify overall web technology costs, limit regulatory risks, and most important, provide the businesses a way to get to the web quickly without having to hire someone to recreate capabilities in each region. In this session you will learn how this initiative has become a central resource for technology, standards, and implementation.

TRACK 4

Delphi's Best Practices Awards  
Delphi will present the winning entries in the industry's first comprehensive awards program to recognize Best Practices in the deployment of business solutions involving Enterprise Portals, Business Process Management, Enterprise Content Management, and Web Services (see agenda for other session times).

2:00pm - 2:45pm

TRACK 1



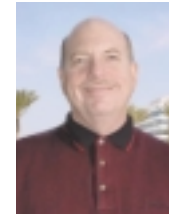
**Using Portals to Integrate Stakeholders and Processes**

Jack Buffington,  
e-Business Director  
Coors Brewing Company

Jack Buffington, presently the Director of e-Business at Coors Brewing Company, will provide a refreshing approach to Coors' enterprise portal. He will discuss the concept - not the technology - around their enterprise portal approach and how it has enabled Coors to be more

effective in how it does business with its employees, distributors, and all other stakeholders. In this session you will learn that the key to enabling this approach has everything to do with strategy and acceptance within the organization, and very little to do with choosing a certain tool or vendor.

TRACK 2



**Achieving ROI from Business Process Integration**

James deMin, Technical  
Manager  
Infonet Services  
Corporation

James deMin has been instrumental in Infonet

Services Corporation's, the leading global telecommunications services provider, design and adoption of integrated web-based provisioning processes. As a result, Infonet has more than doubled their capacity for provisioning orders, while simultaneously improving accuracy, reliability and customer satisfaction. In this session you will learn how James deMin has managed the effective integration of numerous disparate applications in a timely and cost-effective manner, enabling Infonet to grow the enterprise and excel in a highly-competitive telecommunications industry.

*Hear why  
knowledge sharing  
in an integrated  
enterprise is  
virtually impossible  
without standards.*

Monday,  
3:00pm - 3:45pm

TRACK 3

**Improving Performance of Professional Services Firm Through Integrated e-Workplace**

Jack Borbely, Director KM, Towers Perrin

Hear Jack's experiences regarding Towers Perrin's ongoing implementation of an integrated e-workplace environment. His goal is to provide seamless global connectivity – with collaboration and knowledge sharing embedded in the fabric of the firm. Through Jack's leadership, Towers Perrin teams and practitioners are using a rich set of KM and e-collaboration capabilities providing stronger business performance. In this session you will learn how their success is a result of concentrated efforts in the following areas:

- Clear business sponsorship and partnership between business and IT's processes and technology
- Development of a highly leverageable community model
- Effective leverage of firm's global technology infrastructure for connectivity and collaboration
- Global technology standards

**TRACK 4**

**A Enterprise Portal Success Story**

*Michael Dessert, Director Business Services  
General Motors Corporation (GM)  
Co-Speaker: Ed Colby, Product Marketing Director,  
Workscope, Inc.*

GM sought to transform its disparate corporate Intranets and time and transaction-intensive HR functions into a single portal for its 240,000 North American employees and retirees. They also wanted to add both content and commerce functionality to build a true sense of corporate community from the workplace and home. See how GM partnered to build a one-stop employee portal that is rapidly becoming the enterprise-wide employee portal for GM. This session will review:

- Strategic and revolutionary ways of looking at HR, HR service delivery, and employee communication
- How strategic application of technology can optimize the employee-employer relationship and reinforce a common sense of corporate culture
- Benefits, implementation issues, lessons learned

**3:00pm - 3:45pm**

**TRACK 1**



**Knowledge Management Strategy for Long Term KM Success**

*James Kochan, Director of Knowledge Strategies  
Fujitsu Network Communications*

James Kochan has learned over his decade of experience building large scale knowledge management processes, presently at Fujitsu Network Communications, the tremendous importance of building these processes with standards. Knowledge sharing in an integrated enterprise is virtually impossible without standards. In this session you will learn how the formation of technology standards enabled Fujitsu to begin to move away from its numerous silos and create cross-functional communities of interest. While eliminating duplicative costs, the creation of standards promoted wider sharing and distribution of content, resulting in increased efficiency.

**TRACK 2**

**Enterprise Portal: A Flexible Gateway to Knowledge and Tools**

*Kersten Lanes, Partner  
PricewaterhouseCoopers LLP (PwC)*

Almost two years ago, PricewaterhouseCoopers (PwC) decided to consolidate multiple portal and website initiatives into one flexible, decentralized portal that can be used to serve country, business unit, and user community needs. In this session you will learn how Kersten Lanes has been responsible to roll out PwC's Enterprise Portal in six countries. Their portal provides common functionality with local management and control. Balancing the benefits of a single global delivery channel with local needs has led to PwC to more innovative management principles, technology and governance.

**TRACK 3**

**Enabling Biodiversity Collaboration Around the World**

*Mike Frame, Deputy Center Director  
USGS Center for Biological Informatics (USGS)*

Mike Frame spends most of his time developing new tools and technologies for The National Biological Information Infrastructure (NBII), a broad, collaborative program to provide increased access to data and

information on the nation's biological resources. My.nbii.gov is designed as a single point of customizable access to the world's vast wealth of biodiversity data, biological information systems, and a destination for dynamic collaboration and project management in virtual workspaces. My.nbii.gov users wide range of researchers and community organizations. The My.nbii.gov portal features a wide range of search options through the integration of other federal and WWW search engine content. The My.nbii.gov is providing the tools and technologies to bring together other federal biological resource agencies to aid scientific research and better enable public access to biological and environmental related information.

**Tuesday, October 29  
9:45am - 10:30am**

**TRACK 1**



**Enterprise Search and Categorization – The Heart of Solution**

*Pavel Kocourek,  
Divisional Manager  
INCAD sro*

In order to maintain its leading position as the largest employer in the Czech Republic, Czech Telecom had to become more efficient and able to react to new threats in the marketplace. Consequently, the company needed an information infrastructure that would improve the flow of knowledge across the organization, by making it simpler to store, find and share documents over the Internet. Mr. Kocourek has been instrumental in pointing Czech Telecom to the heart of their solution, a search and categorization engine. In this session you will learn how by using a single centralized knowledge base for the whole company, Czech Telecom, estimates that employees are able to find information faster at lower costs. The real and necessary benefit is that Czech Telecom is better able to compete in a privatized market.

**TRACK 2**



**Enterprise Technologies for Collaboration**

*Morgan Morris,  
Vice President Strategic Architecture  
McKesson*

Successful collaboration within an enterprise allows employees to talk with, work with, and learn from one another regardless of organizational affiliation and geographical location. The collaboration backbone at McKesson provides desktop enablers for collaboration and access to teleconferencing, web presentation software, and other tools. As Vice President Strategic Architecture, Morgan has first hand experience with the benefits of McKesson's collaboration technology. In this session Morgan will tell you how the Technology, Architecture, and Strategies (TAS) Forum has been invaluable in communicating strategies, identifying subject matter experts, and gathering technology requirements across business units.

**TRACK 3**

**It's All About Implementation**

*Loy Allen, Senior Consultant  
Perot Systems*

Loy Allen of Perot Systems will describe a well-tested approach that enables the enterprise to receive the benefit of process redesign by

*Hear how to deliver intelligence and competitive information worldwide.*

**Tuesday,  
2:00pm - 2:45pm**

implementing an integrated solution. He will highlight the impact of this approach during and after a real implementation. The implementation required considerable changes in behavior for hundreds of people in a variety of jobs. Loy's primary measure of success was on improved customer focus (responsiveness to inquiries, speed of processing and accuracy of information provided) in the increasingly competitive financial services industry.

**10:45am - 11:30am**

**TRACK 1**

**Enforceability of Online Agreements**

*Kenneth Slade, Senior Partner  
Hale and Dorr*

Given the nature of the Internet, both buyers and sellers want the convenience of "agreeing to terms" online – making it critical that you understand how online, "click through" agreements, need to be done in order to make them valid and enforceable. Kenneth Slade will give specific examples of organizations that have paid the price in court to sort through what makes an online agreement enforceable. If you are presently buying or selling goods on the Internet you need to know the necessary strategies for both domestic and international enforceable online agreements.

**TRACK 2**



**Strategies to Improve Mission Accomplishment**

*Judith Godwin,  
Knowledge Manager  
US Pacific Fleet*

Judith Godwin will tell her in-the-trenches stories as Knowledge Manager, US Pacific Fleet where she has implemented collaboration software, workflow management, and portal management projects. See how their knowledge management strategy focuses on how knowledge technologies, business rules and procedures can improve mission accomplishment. In this session you will learn the model used to guide the strategy and measure the impact with specific examples of how managing collaboration has proven ROI.

**TRACK 3**



**Increasing the Value of Business Relationships with e-Communities**

*Helen Lechner,  
Senior Manager  
Cisco Systems*

Research told Helen Lechner that customers look to both Cisco and their peers for networking information. By adding discussion forums to Cisco's award-winning site Helen and her team at Cisco were able to provide easy access to technical information from both Cisco and other networking professionals. Conversations

in this active community range from product selection to network design to troubleshooting. Enabling customers to choose the means by which they receive information has contributed to increased satisfaction levels while enabling Cisco to scale technical knowledge and extract market insights.

**TRACK 4**



**Supply Chain Transformation – The Changing Face of Commerce**

*Alan Amling, Director of e-Commerce  
United Parcel Service*  
Commerce is changing. New network technolo-

gies are shifting power to consumers and traditional supply chains are morphing into global supply-demand networks. At the same time the 3 fundamental flows of commerce – information, goods and funds – are converging. The new reality is that these commerce flows between trading partners are becoming the basis for competition. UPS sits at the nexus of this new reality. Learn how UPS integrated their enterprise – transforming their business – in light of these changes to become an enabler of global commerce. Hear about UPS's new value proposition and lessons learned along the way.

**2:00pm - 2:45pm**

**TRACK 1**

**Intranet Portal Intelligence Delivery**

*John Gregory, Marketing Specialist  
United States Postal Service*

John Gregory will present the United States Postal Services case study on portal and taxonomy software and its ability to deliver intelligence and competitive information worldwide. In this session you will learn how to build market share through increased content management and knowledge management capabilities. Administration and content management has been pushed downstream to the business unit, letting the users own their content. Implementation times have been compressed to respond to the press of world events.

**TRACK 2**

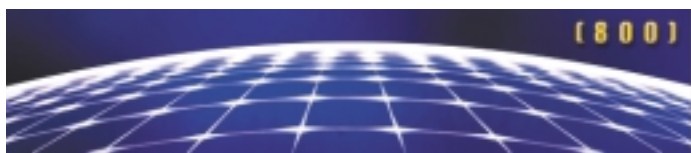


**B2E at Ford**

*Wafa Bunney,  
B2E IT Director  
Ford Motor Company*

Wafa Bunney's goal at Ford has been to lead the business usability of collaboration services throughout the enterprise for more effective knowledge sharing. Specifically, Ford's corporate portal which has successfully modernized their Intranet. Ford corporate portal drives collaboration within the business units and consolidates the hundreds of Intranet sites to create a manageable Web experience for the entire enterprise.

...continued next page



**(800) 575-3367**

**TRACK 3**

**Black Hole to Black Ink – Leveraging Existing IT Investments**  
*Wayne Kurtzman, Knowledge Architect*  
 Promised savings and ROI's have frequently been elusive in IT implementations.

Conservative spending amplifies the challenge of demonstrating measurable savings. Former Intel Senior Knowledge Architect Wayne Kurtzman presents case studies of an innovative structured approach to harnessing and quantifying productivity and opportunities from existing investments and processes. In this session you will learn:

- How the existing infrastructure can be collectively measured to prevent and solve serious issues, and identify otherwise missed opportunities.
- How an integrated information approach used existing systems to identify \$50 million in new revenues that otherwise would have gone unnoticed.
- How a major high-tech sales team with government and business clients doubled their sales, and dramatically improved customer service.
- How a team of engineers of a Fortune 100 company saved 5 weeks of productivity per person.

These are extraordinary case studies in which the answers most needed were extricated from investments already in place.

**3:00pm - 3:45pm****TRACK 1**

**Improving Quality, Cycle Time, and Capability Using a Portal-based Knowledge Roadmap**  
*Jason Slusher, Senior Manager, Knowledge Management*  
*Aventis Pharmaceuticals*

Jason Slusher will explain how Aventis Pharmaceuticals is speeding their time-to-market faster than the competition with streamlined marketing, operations and research and development. Jason Slusher has been responsible for improving the operations within and between research and development and the marketing departments. In this session you will learn the specifics of Aventis' piloted portal accessed map.

**TRACK 2****Portal Collaboration Capabilities**

*Scott Gerwig, Senior Web Development Manager*  
*Intel*

Scott Gerwig has been instrumental in providing Intel's worldwide finance analyst employees with a unified point to the company's finance systems and information, a dynamic desktop that tightly integrates underlying applications and provides collaborative and information-sharing value-add. In this session you will learn how the current incarnation of the portal, myFinance, supports the business end-user through the creation and sharing of custom views and an integration of the Intel Finance reporting environment.

**TRACK 3**

**Web Services – The Landscape**  
*Hadley Reynolds, Research Director*  
*Delphi Group*  
 In this fast-moving technology and market review, Hadley Reynolds, Delphi Group's Director

of Research, will make sense of the fast-moving landscape of Web services: the emergence of services-based software, the business drivers, the applications, the standards, the players. A must attend for anyone interested in the guts and gore of the Web services marketplace.

**TRACK 4**

**Portal Technology Awakens the Social Security Administration's (SSA's) Intranet**  
*Michael Ashkenes, Technical Advisor*  
*Social Security Administration*

The Social Security Administration's Intranet is information and application rich but sometimes awkward to traverse, with relevant content at times difficult to reach. Michel Ashkenes has been instrumental in the slow awakening to the benefits that portal technology brings. In this session you will learn about the SSA's Intranet user and web development community, the issues portal technology addresses, and the experiences with proof-of-concept. Michael will discuss the obstacles faced in acquiring portal technology and offer the latest status of the SSA's efforts in that endeavor.

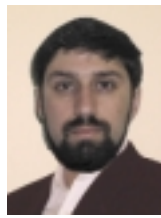
**4:45pm - 5:30pm****TRACK 1**

**Leveraging Enterprise Expertise**  
*Joseph Clay Dean, KM Support*  
*Naval Facilities Engineering Command*  
 Over the last three years, J. Clay Dean and the Naval

Facilities Engineering Command (NAVFAC) created and implemented a workforce community, succession and expertise management program linking engineer competencies to career path and service delivery. Identifying needed process improvements to sustain a shrinking, less experienced workforce after a 30% staff reduction, presented significant challenges to Navy engineer leadership. In this session you will learn the role of KM, career development, communities of practice, expert access, outreach, lessons learned, e-learning and technology interaction and its affect on process improvement initiatives.

*Learn t how to harvest and share tacit knowledge.*

**Tuesday, 4:45pm - 5:30pm**

**TRACK 2**

**Challenges of Implementing a Service-Oriented Architecture**  
*Dmitry Tyomkin, Enterprise Architect*  
*CNA Insurance*  
 CNA Financial has learned

some valuable and practical lessons regarding the development and deployment of a service-oriented architecture. Through the leadership of Dmitry Tyomkin, CNA's enterprise architect, CNA has addressed critical elements of their enterprise component model, integration platform, consumer and producer side application frameworks and system consolidation. In this session you will learn the benefits which include faster time-to-market, better operational visibility and workforce education savings.

**TRACK 3**

**Web Services – Where We Are Today**  
*Hadley Reynolds, Research Director*  
*Delphi Group*

In this session focused on Web services implementation, Delphi Research Director Hadley Reynolds will share a combination of new primary research and user application study vignettes to illustrate the reality of Ewhere the Web services market is today and the potential it holds for tomorrow. You will leave this session with a detailed understanding of the opportunities, the realities, and the future of Web services for the enterprise.

**TRACK 4**

**Capturing and Sharing Tacit Knowledge**  
*Nicolas Gorjestani, Senior Advisor & Chief Knowledge & Learning Officer*  
*The World Bank*

In the mid-'90s the World Bank embarked on a journey to build and nurture a culture of knowledge sharing and learning to better serve its clients. Their clients are supporting development activities in dozens of countries over a variety of sectors such as education, health, agriculture, environment, infrastructure, etc. With a multicultural staff and offices in dozens of countries, sharing knowledge across the organization is a challenge.

Nicolas Gorjestani will describe their experiences harvesting and sharing tacit knowledge. The World Bank's approach to retaining tacit knowledge through debriefing has been recognized as a best practice by the American Productivity and Quality Center (APQC). In this session you will learn:

- Objectives of de-briefing as an instrument to harvest and share tacit knowledge
- Role of de-briefing in helping teams learn before, during and after a task
- Key tools and techniques used for disseminating tacit knowledge
- Lessons of experience

**Wednesday, October 30 9:45am - 10:30am**

**TRACK 1**

**Enterprise Portals: From ERP to KM**  
*Lesley Katz, Program Manager*  
*Unisys Corporation*

Lesley Katz will share her first hand experience leading Unisys' knowledge management initiative - their enterprise wide initiative to improve capture,

sharing and leverage of its knowledge assets. The initiative in turn drove the implementation of a new knowledge infrastructure, which included an enterprise portal, a collaboration platform, and expertise management software, to support their knowledge communities. In this session you will learn how Unisys achieved their goals of increased networking, knowledge capture and re-use via an enterprise expertise management solution.

**TRACK 2**

**Turning an Extranet into a Collaboration Tool**  
*David Ehrman, Manager of e-Business Information Systems*  
*Schneider Automation, Inc.*  
 David Ehrman will share Schneider Automation's

lessons learned from five years of building web-based tools serving their international community. David has had tremendous success building websites as collaborative tools and getting the Schneider Automation community to participate and contribute value to the sites. In this session you will learn what has worked and what has not and how the benefits are tracked and measured via a semi-annual survey.

**TRACK 3**

**Managing Web Services**  
*Larry Hawes, Senior Analyst*  
*Delphi Group*

Far more than simply a new medium for application integration, Web services hold the potential to liberate the enterprise software world from the shackles of the packaged application paradigm. But this freedom comes with a price – deploying computing resources as Web services rather than applications introduce a new level of complexity never before encountered. The session will examine one of the most under-appreciated aspects of the Web services debate the issue of services management. Hearing from a combination of Delphi experts and industry leaders, you will learn firsthand about the requirements and resources for Web services lifecycle management.

**TRACK 4**

**Portal Technology to Reduce Costs, Improve Sales Productivity and Drive Revenue**  
*Wendell Willis, Digitization and Customer Data Mgr.*  
*Honeywell*

Wendell Willis will tell how Honeywell's Automation & Control Solutions (ACS) division's sales staff upgraded its existing sales reports and information system to a portal solution which allowed the sales staff in different offices all over the country to quickly drill down to find timely and detailed information. In this session you will learn how Honeywell's ACS product sales group used portal technology to manage and obtain a single view of all its relevant information including sales data. Since the portal's deployment, Honeywell has seen better communications and increased production from its field sales organization.

10:45am - 11:30am

TRACK 1

**Emergency Management, Projects, and Portals – Integrated Services and ROI**

Gary Asmus, Director of IS

Innovative Emergency Management

Dr. Gary Asmus has focused on Innovative Emergency Management's use of enterprise portals to streamline and improve their organizational processes. The latest portal technologies, allow IEM's six corporate offices to share company information from a single point of access. This system provides a sophisticated interface to IEM's data warehouse through business intelligence tools. It has dramatically reduced the time associated with corporate decision making and project management. After an initial ROI of over 200% in the first 12 months after implementation, the challenge became one of a continuing return on investment. In this session you will learn the challenges that were presented after the initial launch and will focus on how these challenges were met.

TRACK 2

**Integrating the Enterprise: The Vision and Reality of the Information Portal**

Stephen Hagan, Project Knowledge Center  
US GSA-National Capital Region

The vision for the US GSA-National Capital Region portal project (Project Information Portal – PIP) is to enable project managers, executives, customers, and business partners to share a single easy-to-use, integrated, complete portal. In this session you will learn how PIP provides timely, accurate, and relevant information on the PBS Capital Investment and Leasing Program (CILP). Stephen Hagan will outline how the PIP navigation and graphical interface addresses the following top critical questions:

- When will projects be completed?
- What are the financials?
- What is the condition of the projects/program?
- Who is doing the work?
- What critical documents control and authorize these projects?
- Who are the customers for our projects
- How does it look at program rollout and at a project level?

TRACK 3

**The Three Faces of Process Collaboration Relationships**

Christopher Koch, Executive Editor  
CIO Magazine

Process collaboration isn't about software it's about relationships. Realism about the relationship between your companies – rather than focusing on the software applications you want to share – is the most powerful predictor of success in a collaborative relationship. Though you may have collaborative relationships with dozens or even hundreds of different companies, there are only three different faces you can have with your business process relationships:

1. Co-dependency: These companies work together on a process that is critical to the success of each company, yet neither has the power to dictate business process terms.
2. Bullying: One collaborator has enough power in the channel to dictate terms to its partner. But watch out, victims have subtle ways of fighting back against the bullies.
3. Mentoring: Companies that have something to teach others about a particular business process can find willing collaboration partners.

*What is the most powerful predictor of success in a collaborative relationship?*

**Wednesday,  
10:45am - 11:30am**

TRACK 4



**Business Intelligence and Enterprise Integration**

Frank Kowalkowski,  
President  
Knowledge Consultants, Inc.

A common assumption is frequently made regarding enterprise integration that it requires fancy new technology or an unusual business driver, such as a crisis or some other unique motivation. The reality centers more on basic good business practices that are used to achieve integration success, contribute to the bottom line, keep disruption to a minimum and keep risk in bounds. In the presented case study, a major global commercial property casualty insurer decided to go ahead and couple the implementation of the financial part of an ERP with an extension of the existing data warehouses. This approach can be done without the need for advanced or sophisticated technology by including some suggestions that redundancies be taken out of the process, appropriate re-use be made a foundation of design, the foundation be leveraged – including tools and standards as well as technical components such as servers and storage – and costs be carefully managed especially in terms of total cost of ownership. In this presentation we demonstrate the basic steps that were taken, the results that were gained and the opportunity provided for future leverage.



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**BPM 2002 – Market Milestone Report**

*In Process: The Changing Role of Business Process Management in Today's Economy. Part 1/(500k, PDF)*

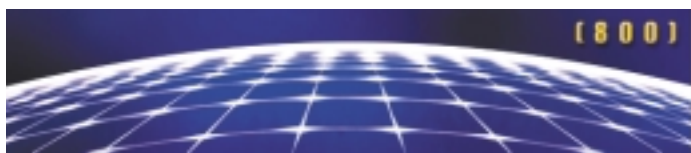
Part 1 describes the evolution of Business Process Management (BPM) and explains its resurgence as a tool for coping with the uncertainty and economic pressure of the day. Covers concepts such as, Business Operating Systems, Web services, and Business Service Providers.

*In Process: The Changing Role of Business Process Management in Today's Economy. Part 2/(576k, PDF)*

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