

Take a look at the schedule and find what interests you.

## KEYNOTES

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9:00 AM - 9:55 AM US/Eastern

### Welcome Keynote

How EDA became the architecture for the era of disruption.

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11:45 AM - 12:30 PM US/Eastern

### Guest Keynote – Commander Chris Hadfield

## ARCHITECT & PRACTITIONER TRACKS

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10:00 AM - 10:45 AM US/Eastern

### Six Steps to Event Enable Your Enterprise: An Architect's Guide to Implementing Event-Driven Architecture

In this era of unprecedented business disruption, technological advancement, and rising consumer expectations, the potential value of event-driven architecture for businesses across all industries has never been so palpable. But for large and distributed enterprises, with complex business processes and heavy legacy estates, the transformation agenda to enable EDA can be daunting.

*Sumeet Puri, Chief Technology Solutions Officer, Solace*  
*Naveen Kola, Head of Enterprise Architecture, HP*

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11:00 AM - 11:45 AM US/Eastern

### Modernizing the US (FAA) National Airspace System (NAS) with event-driven architecture and asynchronous messaging

This panel session will describe the FAA enterprise and National Airspace System and how it enables people to move safely and efficiently across the United States. But how does this complex system function internally and with industry partners such as airlines? The FAA System Wide Information Management (SWIM) program provides real-time information exchange capabilities designed to ensure seamless integration across system, enabling increased automation and coordination between airspace users, whether internal or external to the FAA enterprise.

We will discuss system considerations, security policies, and the increasing role of event driven (EDA), asynchronous messaging information exchange in the efficiency of the NAS. Discussion of EDA will include user collaboration and integration, related infrastructure challenges, security concerns and lessons learned in support of enabling the FAA's Next Generation NAS. The panel will also discuss the aviation community engagement strategy (SWIFT) that is helping to enable the aviation community to exchange real-time information.

*Joshua Gustin, FAA Deputy Director Air Traffic Systems*  
*Kristin Cropf, FAA SWIM Program Manager*  
*Moderator – David Almeida, Director of Technical Strategy, LS Technologies*

## Events to the rescue: solving distributed data problems in a microservice architecture

To deliver a large complex application rapidly, frequently and reliably, you often must use the microservice architecture. The microservice architecture is an architectural style that structures the application as a collection of loosely coupled services.

One challenge with using microservices is that in order to be loosely coupled each service has its own private database. As a result, implementing transactions and queries that span services is no longer straightforward.

In this presentation, you will learn how event-driven microservices address this challenge. I describe how to use sagas, which is an asynchronous messaging-based pattern, to implement transactions that span services. You will learn how to implement queries that span services using the CQRS pattern, which maintain easily queryable replicas using events.

*Chris Richardson, Creator of [microservices.io](https://microservices.io)*

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1:30 PM - 2:00 PM US/Eastern

## Event Driven Customer Experiences

How Cricket Wireless Uses Event Driven Architecture

**CANCELLED**

*Neil Marini, Lead Architect, Cricket Wireless*

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## Event-Based API Patterns and Practices

Event-based APIs are becoming more popular, enabling developers to craft new integrations and solutions that go beyond the original design of an API. Yet, there remains a challenge: how can teams design thoughtful event-based APIs that are long-lasting, evolvable, and discoverable? This talk will dive into the design practices of event-based APIs, including tips for determining which protocol(s) you should select, design patterns we should apply, and anti-patterns should we avoid.

*James Higginbotham, Executive API Consultant, LaunchAny*

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2:00 PM - 2:30 PM US/Eastern

## Harnessing and exposing business value through “Event API Products”

Events may be one of the largest potential sources of value for enterprises today, but for most, that value remains largely untapped. To build event-driven composable business applications we need to start treating events like products: exposing them (internally and externally) the way we expose APIs, designing the developer experience to deliver long-term value, and evolving them over time to meet changing customer needs. But how do you do that and where do you start? This session will present a methodology to design and manage the full life-cycle of events, and to create ‘event API products’ so that the most valuable events can be leveraged in your composable applications.

*Jonathan Schabowsky, Field CTO, Solace*

## Speeding the Future of APIs

A new wave of “always-on” communications has emerged and Companies that want to succeed in the world of online business will need to rethink the way they design, implement, and manage their APIs and the networks upon which these new “real-time” APIs run.

Twenty years ago two enterprising engineers worked out a way to remotely monitor oil pipelines over the Internet. Ten years later, one of those engineers decided to use the same technology to put his cottage in the Isle of Wight onto Twitter. Now, the technology that launched the IoT revolution — MQTT — is everywhere, enabling everything from power plants to self-driving cars to toasters.

The Internet of Things was born in an age of economic and social disruption. Now, as we face new disruptions and social upheaval, we may be at the start of a new era in APIs. One that not only connects things, but also people, companies, and communities around the world. This lively talk traces the history of the Internet of Things (IoT) and how it is changing the way companies of all sizes think about APIs today and the digital industries of the future those real-time APIs enable.

*Mike Amundsen, Internationally Known Author and Speaker*

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2:40 PM - 3:10 PM US/Eastern

## Event-Driven Microservices Architecture

*Kishore Chavakul, Sr. Solutions Architect, Boomi*

*Partik Singla, Technical Evangelist, Boomi*

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## Insights-as-a-Service at the Edge with Event Science and an Observability Strategy

Dr. Borne will review data science and machine learning techniques for discovering patterns and insights in data. He will then present specific examples of this for streaming IoT data, which he calls Event Science. Event Science has nothing to do with online conference events (which a casual web search might suggest), but it has everything to do with maximizing actionable insights discovery and value creation from the massive flows of data into your organization. Forget about “data at the speed of business”, the goal of Event Science is to help business move at the speed of data. From there, Dr. Borne will introduce strategies and methodologies that your organization can use to measure and optimize outcomes in Event-Driven Architectures with Event Science. These include his STELLAR Analytics Scorecard for Analytics Mastery, the “OODA Loop” for Dynamic Data-Driven Application Systems, and an Observability Strategy for Insights-as-a-Service at the Edge. As an added bonus, you will learn what the Mars Perseverance Rover has to do with all of this.

*Kirk Borne, Ph.D., Chief Science Officer, DataPrime*

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3:10 PM - 3:40 PM US/Eastern

## The Hong Kong Jockey Club – Embracing the Event Driven Future

*Chirag Desai, Head of IT Digital & Channels Solutions, The Hong Kong Jockey Club*

*Mark Carr, Chief Architect, The Hong Kong Jockey Club*

## Distributing Events in the Real World

With an increase in the adoption of microservices and reactive architecture principles, Event Driven Architecture (EDA) is gaining importance. EDA enables businesses to build a responsive, loosely coupled, distributed architecture underpinned by an effective event delivery mechanism. It offers event streams and analytics that help businesses plan and improve their business processes.

At Wipro, we have defined and implemented event-based integration solutions for customers across diverse industries and geographies. These solutions have been built using industry leading event distribution products adhering to standard specifications and applying enterprise integration patterns.

In this session, we showcase

- Key trends on event driven integration
- Reference architecture
- Key challenges that are solved by event driven integration
- Key success stories that have helped our customers solve complex problems, simplify their legacy application landscape and transform themselves digitally

*Avanish Raut, Global Practice Head – Cloud & Hybrid Integration, Wipro Limited*

*Danesh Hussain Zaki, Senior Distinguished Member of Technical Staff, Wipro Limited*

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3:50 PM - 4:20 PM US/Eastern

## Standard Chartered Banks' EDA Journey

*Sugata Sarkar, Global Head of Integration Technology, Standard Chartered Bank*

*Srinath Sripada-Rao, Executive Director - Integration Strategy Programs, Standard Chartered Bank*

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## API Management for Event Driven Systems

Organizations try to embrace event Driven Architecture to modernize their applications with rich, interactive and real time user experience. In the heart of an EDA, is an event backbone that hosts event streaming endpoints which emits and receives events of a set of topics. As the system evolves the number of topics/streams that's being used in the system will grow exponentially, this demands more than an ad-hoc way of managing the topics and the endpoints. API management practices are well established to manage REST endpoints, same principals can be applied for managing streaming endpoints as well. However, the asynchronous nature of communication in event streams require fundamental changes to certain aspects to the conventional methods of managing REST APIs.

This session intends to discuss the following:

- Applicability of API Management principals in Event Driven Architecture
- How it's different from conventional API Management and what changes are required in terms of design, communication semantics, security, and QoS policies
- Using AsychAPI definitions to manage your APIs
- A practical example on how to design a Streaming API

*Sajith Ravindra, Senior Technical Lead, WSO2*

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4:20 PM - 4:50 PM US/Eastern

## Mapping the Web API and Event-Driven Landscape in a Machine Readable Way

The number of web and event-driven APIs across the enterprise have increased dramatically in the last decade, leaving organizations struggling to “see” the APIs that are powering the web, mobile, and device applications they depend on. Join me for a walk through of how three open source specifications have emerged to help enterprise organizations define and map out their infrastructure in a machine readable way that can be used across SaaS services and open source tooling. We will be using the Slack API as an example how you can use OpenAPI to map your web APIs, and AsyncAPI to map out your event-driven APIs, leveraging JSON Schema to define the objects being passed back and forth as part of API operations Providing a machine readable map that can be used to document, mock, test, monitor, and discover APIs across the private, partner, and public API landscape.

*Kin Lane, Chief Evangelist, Postman*

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## Abstraction and Standardization for Event-driven Integrations

Uniformly structured event messages combined with organized and consistently named event channels is a key enabler for establishing a future-proof, “snap-in” integration architecture. This event-driven architecture blends and standardizes events from a variety of sources with vastly different native structures into a standardized structure (“canonical model”) that can be rapidly consumed from established information channels.

The benefit of such a design can be reasonably compared to the establishment of the Dewey Decimal system in 1876, which was a revolutionary classification system that enabled readers and researchers to rapidly locate targeted information across millions of books, magazines, and newspapers.

What We'll Be Covering:

- Challenges of enterprise event management
- The benefits of governance over event structure and channel organization
- Abstraction framework and mechanisms
- Challenges and trade-offs

*Derek Weber, Slalom Consulting*

*Shane Fisher, Slalom Consulting*

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4:50 PM - 5:20 PM US/Eastern

## Flow Architectures: Why EDAs Will Drive Massive Change

While messaging and eventing architectures have been a part of business commerce for decades now, generally accepted interfaces and protocols have not. However, that picture is changing rapidly, and the next decade will be marked, in part, by the rapid rise of event-driven integration, or “flow architectures”. What does this future mean for the way businesses gain value from real-time information, and how might our current world evolve to meet that opportunity? How might the world look once standard event protocols and interfaces dominate digital systems integration? Based on Urquhart’s book, Flow Architectures: The Future of Streaming and Event-Driven Integration, this talk will attempt to answer those questions, as well as lay out a case for why your business should be thinking “event first” today.

*James Urquhart, Strategic Executive Advisor, VMware*

## TECHNICAL LEADERSHIP TRACKS

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10:00 AM - 10:45 AM US/Eastern

### Trends in EDA across the four EDA scenarios

Interest in event driven architectures and its supporting technologies are on the rise. Technologies have evolved and the landscape is becoming more competitive yet the solution you build is often shaped by the technology that you buy.

This session will look at recent trends in EDA across the four major scenarios of enterprise messaging, Application messaging, event streaming and edge.

*Keith Guttridge, Senior Director Analyst, Gartner*

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### The Case for Human EDA

Steve Wood will outline his perspective on the need for humans in event-driven architecture to truly realize its potential and empower both organizations and individuals. In three distinct sections, Steve will address:

- The role of the best-of-breed software model in driving the proliferation of non-stop events from systems and people;
- The need for scaled human interaction in response to these events so as to enable real-time actions and problem-solving; and,
- How we can empower humans to turn noise into productivity by creating an engagement layer that manages the intersection of system events and people events, creating the event-driven enterprise

Throughout the session Steve will also reference several examples of human-led EDA in practice at orgs across a variety of industries – offering those companies complete visibility, in real time, of everything happening in their business.”

*Steve Wood, VP of Product, Developer Platform, Slack*

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11:00 AM - 11:45 AM US/Eastern

### Leadership Fireside Chat with Boomi's CEO, Chris McNabb and CMO, Mandy Dhaliwal

Boomi CEO Chris McNabb talks about the evolution of the iPaaS space, where event-driven architecture fits into the picture, and shares an incredible use case involving nursing homes.

Learn about Mandy's career trajectory, the role Boomi plays in creating integrated experiences, and why event-driven architecture powers many of the experiences that have become table stakes.

*Chris McNabb, CEO, Boomi*

*Mandy Dhaliwal, CMO, Boomi*

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## Re-imagining Telco Technology and Operating Architecture – Through an Event Driven and Modern Operating Model Approach

*Rob James, Group Chief Digital and Information Officer, TPG Telecom*

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1:30 PM - 2:00 PM US/Eastern

### Leadership Fireside Chat with Renault Digital's Head of Technology Management, Guillaume Pinot

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### XL Axiata Journey: Improving Digital Touch Point Customer Experience

XL Axiata is one of the largest telco's in Indonesia with a strong culture of innovation. After being one of the first to adopt SOA in Indonesia, XL Axiata is now evolving to tackle the challenges of the 2020s such as increasing Net Promoter Score, driving a faster time to market, and taking advantage of cloud to increase agility. Yessie will share XL Axiata's strategy on digital transformation through EDA, the journey and the outcome so far, as well as how XL Axiata is preparing for future technology change and ever increasing customer demand.

*Yessie Yosetya, Director & Chief Information-Digital Officer, PT. XL Axiata Tbk*

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2:00 PM - 2:30 PM US/Eastern

### Leadership Fireside Chat with Stime - Les Mousquetaires' Managing Director, Christophe Leray

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### Royal Bank of Canada – Capital Markets Journey Through Event Driven Data

RBC will take you through a 10 year timeline of their journey with Event Driven Data to how they now process 95 Billion messages a day across 7 geographies.

*Joshua Carroll, Managing Director, RBC Capital Markets*

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2:40 PM - 3:10 PM US/Eastern

### Leadership Fireside Chat with CIBC's EVP & CIO, Richard Jardim

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### Product mindset for APIs & Events

*Suresh Babu Jagannathan, Head - Digital Integration, Roche*

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3:10 PM - 3:40 PM US/Eastern

**Leadership Fireside Chat with Software AG's Chief Product Officer, Stefan Sigg**

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**Unilever Virtual Ocean Control Tower**

The Events Journey

*Pranav Mohanpurkar, Lead-Solution Architect, Unilever*

*Venkat Kartheek Thummala, Lead Manager – Adaptive Integration, Unilever*

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3:50 PM - 4:20 PM US/Eastern

**Leadership Fireside Chat with Standard Chartered Banks' CIO & Global Head Enterprise Technology, Sham Arora**

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**Digital Decoupling: 8 Lessons learned deploying event driven enterprise applications**

*Gonzalo Perez-Prim, Senior Principal, Accenture*

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4:20 PM - 4:50 PM US/Eastern

**Leadership Fireside Chat with Google's Head of Business Application Platform Product Management, Vikas Anand**

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4:50 PM - 5:20 PM US/Eastern

**Leadership Fireside Chat with Red Hat's Director, Global Head of Strategy Financial Services, Alessandro Petroni**

Learn about Alessandro's role as Red Hat's Global Head of Strategy for Financial Services. He also shares his thoughts on cloud adoption in FSIs and discusses why advances in streaming and eventing are "reengineering banking."

## SOLUTIONS AND ANALYST TRACK

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11:00 AM - 11:45 AM US/Eastern

### Powering Your Event-Driven Enterprise with PubSub+ Platform: The IKEA experience

Solace PubSub+ is a complete event streaming and management platform that gives enterprises everything they need to design, deploy, manage, visualize, and govern event-driven architectures across hybrid, multi-cloud and IoT environments.

Join this session for an overview of the platform from Solace's Chief Product and Technology Officer, Shawn McAllister. Hear why we built it, learn what you can do with it, and see our vision for the future of the platform and the power it will provide to the next-gen, event-driven enterprise.

After his overview, Shawn will introduce Martin Hilferink, Senior Technology Architect at IKEA, who will explain how they are using PubSub+ Platform to create a global event mesh to improve omnichannel customer experience.

*Shawn McAllister, Chief Technology / Product Officer, Solace*

*Martin Hilferink, Senior Technology Architect, IKEA*

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1:30 PM - 2:00 PM US/Eastern

### SAP's Journey Towards EDA

EDA is becoming more and more a reality. Hear on the one side how SAP is adding EDA principles to our own products and services. On the other side SAP is offering a whole set of services supporting our customers' journey towards EDA.

*Martin Bachmann, Product Management - Business Application Foundation, SAP*

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2:00 PM - 2:30 PM US/Eastern

### Liberate your EDA

Cloud is baseline, regardless of industry or workload. In this session BCC Group will walk through the reasons why cloud is now critical to lowering prices and reducing the complexity of data you source externally and share internally. BCC will outline best practices for moving into the cloud while retaining the security, performance and control you need.

*Bill Bierds, President & Chief Business Development Officer, BCC Group International*

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2:40 PM - 3:10 PM US/Eastern

## Event-Driven Integrations at the heart of our iPaaS strategy with Boomi and Solace

Event Driven Architectures enable customers to build highly responsive and performant systems that scale as your business grows. Watch the CPO of Boomi, Ed Macosky, talk about Integration systems and how they should be designed with many of the same principles of EDAs as they are often the two engines which drive real-time business. Ed will also talk about how Boomi leverages Solace queues to deliver AtomSphere Go, one of Boomi's biggest announcements this year that offers customers ever expanding capabilities to Increase Productivity, Speed, and Time-to-Value all through an easy a-la-carte consumption model.

*Ed Macosky, Head of Product, Dell Boomi*

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3:10 PM - 3:40 PM US/Eastern

## Six Steps Towards EDA Maturity

Now that you have decided to embrace EDA, what are the considerations you need to move forward? David Mooter will review the key patterns and practices you should understand for a successful enterprise EDA strategy.

*David Mooter, Senior Analyst, Forrester*

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3:50 PM - 4:20 PM US/Eastern

## How Event Data is Impacting Manufacturing and Financial Services

Event data can dramatically change operations, revenue models and the bottom line for many organizations. Merely enhancing existing processes is inadequate. In this session learn how manufacturers and financial service organizations are working with event data to transform their organizations. Get fact-based, independent research that can help your organization understand and implement best practices in processing event data in manufacturing and financial services.

*David Menninger, SVP & Research Director, Ventana Research*