

COMMON 2019 IT Executive Conference

Schedule and Agenda

Sunday, May 19, 2019

8:30 AM – 10:00 AM	Opening Session	Reserved seating
<i>10:15 AM – 1:00 PM</i>	<i>Attend Sessions and Lunch on your Own</i>	
1:00 PM – 3:00 PM	Welcome and Introductions	Carl Novit / Rachele Hockert
3:00 PM – 3:15 PM	Break	
3:15 PM – 5:00 PM	IBM Executive Session	Steve Sibley
5:00 PM – 6:30 PM	Welcome Reception in COMMON Expo	
6:30 PM – 9:00 PM	ITEC Reception in Rose Court Garden <i>Reception with ITEC attendees, IBM Executives, COMMON Board, International User Group Board members, and invited guests</i>	

Monday, May 20, 2019

7:30 AM – 8:00 AM	Breakfast	
8:00 AM – 9:00 AM	Thirty Years of Innovation and We're Just Getting Started	Alison Butterill
	<i>IBM i is celebrating 30 years of amazing innovation from IBM and from our clients and partners! This session celebrates the innovations and the innovators; what IBM has provided and what clients have accomplished with them.</i>	
	<i>Prepare to be amazed by some of the incredible IBM i customer stories from all over the world.</i>	
9:00 AM – 9:15 AM	Break	
9:15 AM – 10:15 AM	Why i?	Steve Will
	<i>IBM i is a unique operating system in the market. While many of our clients know this, many may not know all the technologies that make up its uniqueness. This presentation will examine the differences in light of reminding you of the answers to the question "Why i".</i>	
10:15 AM – 10:30 AM	Break	

- 10:30 AM – 11:30 AM** **Linux in the Enterprise** **Steve Roberson**
The world has been hearing about Linux for many years. Questions arise about when and how is Linux used best in your enterprise. In this session, Steve will talk about when and how to use Linux to gain competitive advantage in your business.
- 11:30 AM – 12:30 PM** **Lunch** **Sponsored by Profound Logic**
- 12:30 PM – 1:30 PM** **COMMON Expo Open**
- 1:30 PM – 2:30 PM** **The Strategy Behind Open Source** **Jesse Gorzinski**
You may have noticed that IBM has been embracing open source technologies lately. Why has it been such a strong force in the IBM roadmap? Because open source technologies can bring a lot of business value to the enterprise! In this session, discover why open source can be strategic and how it can address some of the primary concerns in the marketplace.
- 2:30 PM – 2:45 PM** **Break**
- 2:45 PM – 3:45 PM** **Exploiting the Value of Data in Your Business** **Michael Hollinger**
Cognitive and Artificial Intelligence are not just for big companies. They are applicable to all companies. All businesses, large and small, have information hidden in the data base. There is good information available from other sources. Together this Information can be used to make smarter business decisions. How do you unlock that data and exploit the information? Focusing on the inherent business value, Michael's session will talk about the Insight economy and how to find the hidden gems through Cognitive Computing and AI as they relate to your company.
- 3:45 PM – 4:00 PM** **Break**
- 4:00 PM – 5:00 PM** **AI and Watson in the Real-World** **Brendan Kay**
This session, which is focused on real-world examples, emphasizes on the business value derived from AI. After attending this session, IBM i clients will better understand where and how Watson/AI can be used in their organization.
- 5:00 PM – 5:15 PM** **Break**
- 5:15 PM – 6:15 PM** **CIO Survival Skills** **Alan Seiden**
Within our demanding IT environments, presenting a variety of challenges each day, how do we achieve balance and composure? In this unique session, you will learn ways to keep cool when the pressure is on. The techniques will help you maintain a calm attitude, reduce the risk of burnout, manage business expectations, and preserve your personal time and lifestyle. Some of the ideas may surprise you. Come prepared to share your own favorite survival skills, too.
- 7:00 PM** **Dinner**

Tuesday, May 21, 2019

7:30 AM – 8:00 AM *Breakfast*

8:00 AM – 9:00 AM Value of COMMON Pete Massiello
Abstract coming soon.

9:00 AM – 9:15 AM *Break*

9:15 AM – 10:15 AM The Business Value of Staying Current Pete Massiello
Abstract coming soon.

10:15 AM – 10:30 AM *Break*

**10:30 AM – 11:30 AM THINK TANK: Innovating for Change – Chris Koppe, Alison Butterill,
 Aligning digital strategies with business value Mike Pavlak, Pete Massiello**
Digital transformation is about more than deploying new technologies and platforms (e.g. artificial intelligence, cloud, mobile). To realize true business value through improved productivity, increased agility, and the ability to effectively compete in your market, it is important to consider corporate culture, how you attract and retain great talent, and how you will modernize legacy applications and processes.

In this session, Chris Koppe, Fresche’s SVP of Transformation & Modernization Services is joined by Allison Butterill (IBM), Mike Pavlak (Fresche), Pete Massiello (iTech Solutions Group). They will discuss how organizations can build their digital strategies that deliver on business value requirements while avoiding the mistakes others have made. Session will be interactive and moderated by Carl Novit.

11:30 AM – 12:30 PM *Lunch* *Sponsored by Fresche Solutions*

12:30 PM – 1:30 PM *COMMON Expo Open*

1:30 PM – 2:30 PM Show the i in your ROI Alan Seiden
It's no secret that perceptions can shape reality. How do YOU perceive your applications and IBM i resources? Applications hosted on IBM i systems have traditionally delivered a high Return on Investment (ROI), but do your business executives know it? Learn the language of positive change to gain support for your systems, while adopting modern approaches, and leveraging your investment in IBM i technology.

2:30 PM – 2:45 PM *Break*

2:45 PM – 3:45 PM **What Makes an Effective Security Organization? Westley McDuffie**
Just spit-balling, anyone could make the argument for any number of items to that would be part of the recipe in designing an effective security organization. A recent “official” Twitter survey was conducted asking what the three most important aspects are. Strictly opinion based, and open to all. The majority of the answers revolved around 3 primary areas: culture, enabling, and knowledge.

Over 300 responses from people in the industry, this was not a board room discussion about security, this was not a Gartner survey of what CISO’s think. This is ground opinion of what works, and some of the why it works. To many times we as information security professionals fail at one or more of these group listings or the organization may fail even with the best talent in the world. We are humans, we have egos that sometimes don’t always gel. Herb Brooks is quoted, “I don’t need the best players, I need the right players.”

3:45 PM – 4:00 PM **Break**

4:00 PM – 5:00 PM **Blockchain: Encrypt, Store, and Share Data Patrick Townsend
in Distributed Environments**
Blockchain is an emerging technology with the potential to disrupt almost every business endeavor. It can’t solve every problem, but it has the ability to transform your business. While blockchain is open and transparent, not everything should be available for everyone to see. Cryptography, key management and secure data storage are critically important to keeping information safe and trustworthy in blockchain, just as it has been in the history of information security.

This session will cover blockchain technology at the executive level and demonstrate how enterprises can leverage blockchains to create innovative and secure applications.

5:00 PM – 5:15 PM **Break**

5:15 PM – 6:15 PM **Closing / Attendee Feedback Carl Novit / Rachele Hockert**