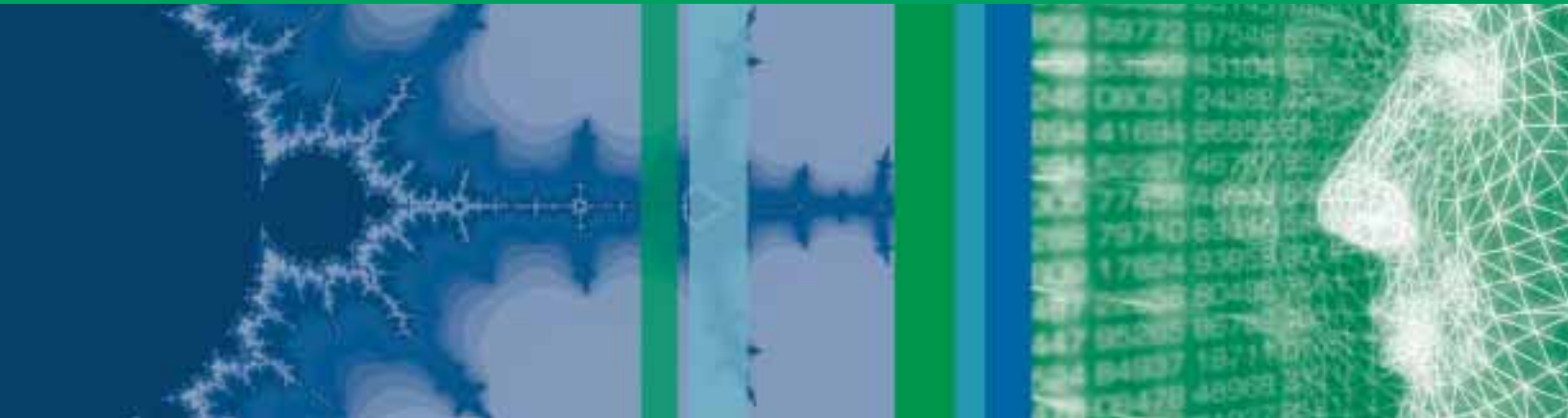


# Gartner

## Event Processing Summit 2007

**EARLY BIRD DISCOUNT EXTENDED!**  
Register by July 27 and save \$200

SEPTEMBER 19-21 JW MARRIOTT GRANDE LAKES ORLANDO, FLORIDA



### Real-Time Agility Through Event Processing and Business Activity Monitoring

#### KEYNOTE SPEAKERS



**David Luckham**  
Professor Emeritus,  
Stanford University,  
author of *The Power  
of Events*



**K. Mani Chandy**  
Simon Ramo Professor  
of Computer Science,  
California Institute  
of Technology

A New Gartner Event to Help  
IT and Business Leaders Improve  
Time-Critical Operations



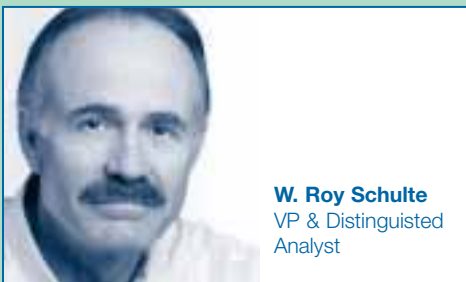
[gartner.com/us/processing](http://gartner.com/us/processing)

**Gartner**  
Event Processing  
Summit 2007

# Gartner® Event Processing Summit 2007

**SEPTEMBER 19-21  
JW MARRIOTT GRANDE LAKES  
ORLANDO, FLORIDA**

## Do your systems enable fast response to changing business conditions, threats and new opportunities?



Dear Colleague,

With business conditions changing rapidly, there are new demands to make intelligent operational business decisions quickly and precisely. To meet escalating user requirements, you've got to understand advances in technology. And which offer the most effective means of giving your company the business insight to gain and sustain a competitive advantage.

That's why there is the first-ever Gartner Event Processing Summit – to help IT leaders, like you, understand and leverage Event Processing and Business Activity Monitoring (BAM) and turn real-time data streams into better, faster decisions.

Get ready to fundamentally shift the way you view, monitor and act upon business events – and take home the knowledge you need to turn events to your advantage. We've created a conference agenda that delivers unmatched insight into the promising new area of Event Processing.

This conference is a unique collaboration between 8 Gartner analysts and 16 of the most experienced, hands-on practitioners and innovators from industry:

- Gartner provides context and advice on the relevant technology and business trends driven by the explosion of real time data.
- Pioneering practitioners help you understand where to start, how to choose the best design patterns and tools, which best practices to pursue – and how to avoid the pitfalls when building or buying Event Processing and BAM solutions.
- Plus, key vendors will present and demonstrate the state-of-the-art in BAM and Event Processing products and services.

Over the course of two days, you'll move in and out of engaging keynotes, lively panel discussions, interesting case studies and other content-rich sessions – each guaranteed to be exciting and fast-paced. Just like the Event Processing field itself.

Don't miss out on this special opportunity to learn how leaders master the power of Event Processing and BAM. See you in Orlando!

Sincerely,



W. Roy Schulte  
VP & Distinguished Analyst &  
Conference co-chair



Bill Gassman  
Research Director &  
Conference co-chair

# Three Tracks Focus on Driving Time-critical Decision-making

## A

### Track A: Event Processing

This track explores the role of Event Processing in a wide variety of disparate industries and application styles from OLTP through BPM. Each session describes a different set of requirements and a different aspect of Event-driven architecture (EDA) usage. The result is a well-rounded compilation of design concepts and best practices that will help user companies tailor EDA to address their own requirements.

## B

### Track B: Business Activity Monitoring

Monitoring the business in real-time is making a competitive difference in the organization's time-critical business operation areas. Technically, Business Activity Monitoring uses Event Processing to drive dashboards and issues alerts. But business value comes from identifying the metrics to monitor and changing the culture to rapidly sense and respond to threats and opportunities. This track helps business managers understand the value of Business Activity Monitoring and shows IT professionals how to successfully deploy the technology. Come sense the opportunity and respond by taking the excitement of Business Activity Monitoring back to your colleagues.

## C

### Track C: Event Processing in Banking and Capital Markets

This track is focused on the use of Event Processing in capital markets and banking applications to exploit opportunities, ensure integrity and compliance and improve operations. Examine how financial services companies can use stream processing and other Event-driven architecture technologies to achieve ultra-low latency and competitive advantage under rapidly changing business conditions.

## BENEFITS OF ATTENDING

- Learn what technologies are available to monitor processes in real time
- Learn best practices for successfully deploying Event Processing
- Make a business case for Business Activity Monitoring
- Balance the costs and benefits of Event-driven architecture
- Assess whether Event Management technology makes sense for your organization
- Understand the relationship between Event-driven architecture (EDA) and Service-oriented architecture (SOA)
- Assess the trade-offs in buy-versus-build decisions for BAM and event processing applications
- Determine the major factors in selecting vendors and products

## WHO SHOULD ATTEND

Managers and technology professionals who are specifying, designing, building, acquiring or approving Event Processing and Business Activity Monitoring (BAM) applications in any industry, including:

- Enterprise and application architects
- System developers
- CTOs
- Project leaders
- System analysts
- Business analysts
- IT managers
- IT consultants
- Database professionals

This new Gartner Summit will focus on the design concepts, technologies, products and best practices used in applications such as:

### Capital Markets and Banking

- Algorithmic trading
- Statistical arbitrage
- Foreign exchange markets
- Market surveillance
- Compliance, RegNMS, MiFID
- Fraud detection, anti-money laundering (AML)
- Best execution
- Liquidity management
- Risk management
- Web-based retail brokerage services

### BAM

- Business dashboards
- KPI tracking and reporting
- Business process monitoring
- Using Business Intelligence with BAM
- Alert management, notification and escalation

### Defense and intelligence applications

#### Security

- Payment Card Industry (PCI) compliance
- Intrusion detection for networks and systems
- Denial of service prevention
- Intrusion detection for art galleries and other locations

#### Customer Experience Management

- Web analytics, clickstream processing
- Loyalty programs
- POS cross-selling and up-selling

#### Operations

- Airline and other transportation operations
- IT system and network management
- Business services management (BSM)
- Hospital emergency room management

#### Electricity trading

### Supply Chain Management

- Logistics
- Pharmaceutical pedigree tracking

### Telecommunications

### GPS, RFID, and other sensor networks



# Keynote Sessions

## Event Processing 2008: Past, Present, and Future

**David Luckham**  
Professor Emeritus, Stanford University



The science and technology of Event Processing is the best available solution for keeping pace with the explosion of critical event data in enterprises, predicting their implications and reacting to them in milliseconds. This presentation will analyze the dimensions of Event Processing applications and draw conclusions about future developments in EP.

The session will:

- Trace how Event Processing has evolved from its origins in network management and Event-driven simulation to its present surprisingly broad application space.
- Provide examples of how event analytics could have prevented recent calamities in enterprise operations and cyber security.
- Survey the present uses of Event Processing in commerce, science, critical infrastructure and military operations.
- Outline how Event Processing applies to the challenges created by the growing pervasiveness of IT and increasing demand for real-time analytics and operational intelligence.

## Evaluating Costs and Benefits of Event-driven Applications

**Dr. K. Mani Chandy**  
Simon Ramo Professor of Computer Science,  
California Institute of Technology



Event-driven architectures are used in a wide variety of applications, but the technologies, costs and benefits vary. You'll gain a clear view of different types of event-driven applications: How to evaluate their costs and benefits; relationships of event-driven architecture applications to Service-Oriented architecture

and other technologies in the enterprise service stack; processes of designing Event-driven architecture applications how to get started and potential pitfalls. The session will develop concepts by presenting examples of Event-driven-architecture in different business applications with a focus on evaluating the return on investment.

## Event Processing Scenario: Modern Approaches to Competitive Advantage

**W. Roy Schulte**



Event processing lets companies act faster and smarter. It is already essential in financial trading, supply chain management, fraud detection, RFID and compliance. During the next five years, it will spread to more functions related to Business Activity Monitoring and trigger a broad adoption of fully-asynchronous

Service-oriented architecture. This session will summarize the current practices and future prospects for Event Processing.

- Where will organizations derive tangible benefits from business Event Processing?
- What tactics and best practices will mainstream companies employ to pursue successful Event Processing strategies?
- What strategies will vendors use to pursue the EP market? How can user companies pick the one that fits them best?

## Business Activity Monitoring Scenario: Processing Events into Awareness

**Bill Gassman**



Business Activity Monitoring technology provides real-time access to critical business performance indicators to improve the speed and effectiveness of business operations. Event processing is a key technology in many applications of Business Activity Monitoring, which can both collect and emit events and update a dashboard. Common applications of Business Activity Monitoring show how business processes are performing and issue alerts which grant additional time to manage threats or opportunities. This added awareness has value for business process analysts, line of business owners, and the business operations staff, but requires a change in culture. This session addresses key questions:

- How does Business Activity Monitoring work?
- Where is the value in Business Activity Monitoring? What are the challenges?
- Which technologies are available to build Business Activity Monitoring applications?

# Analysts

For more than 25 years, Gartner analysts (now 700 worldwide) have been the trusted advisors of many of the world's largest and most demanding enterprises. No one sees the implications of technology so clearly. Gartner analysts draw constantly from the real-life problems and solutions experienced by more than 45,000 Gartner clients worldwide. The value of this resource, combined with our deep analysis of technology vendors, is unrivaled. Gartner's Event Processing Summit brings this experience and expertise directly to you. You simply can't get the same quality of observation and advice anywhere else.



**Debra Curtis**  
Research VP

**Focus Areas:** IT Operations Management, Business Service Management (BSM), IT Infrastructure Event Correlation and Analysis (ECA), End-to-end IT Service Management



**Bill Gassman**  
Research Director

**Focus Areas:** Business Intelligence, Web Analytics



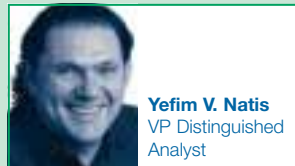
**Kelly M. Kavanagh**  
Principal  
Research Analyst

**Focus Areas:** Security, Privacy, Security Information/Event Management (SIEM)



**Mary Knox**  
Research Director

**Focus Areas:** Investment Services, Architecture and Infrastructure, Market Connectivity, Straight-through Processing, BAM, CEP, Business Process Networks, Data Management



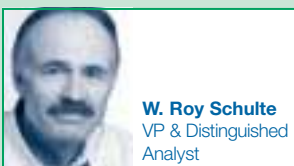
**Yefim V. Natis**  
VP Distinguished  
Analyst

**Focus Areas:** Application Infrastructure Products, Enterprise Computing Architecture, Event-driven Platforms and Architecture, Advanced SOA, Extreme Transaction Processing



**Kurt Schlegel**  
Research Director

**Focus Areas:** Business Intelligence Platforms, Analytical Architecture, BI Competency Centers



**W. Roy Schulte**  
VP & Distinguished  
Analyst

**Focus Areas:** Strategy and Governance, Event Processing, Architecture & Middleware



**Jess Thompson**  
Research VP

**Focus Areas:** Application Development and Integration, Data Integration, Business Process Management, SOA, Application Infrastructure for Integration, EDA

## Get Advice You Can Use:

- Over 20 sessions led by Gartner analysts and guest speakers
- Three tracks including one track devoted exclusively to Event Processing in banking and capital markets
- Case studies focusing on how other companies have successfully put Event Processing and BAM systems in place to increase customer satisfaction and sales
- Tutorial provides valuable background for people who are new to the field and want to understand the terminology and basic concepts
- Analyst/User Roundtables for one-on-one peer discussions, moderated by Gartner analysts and focused on the topics important to your projects
- One-on-One sessions with Gartner analysts
- Industry peers to network with

# At a Glance

## Wednesday, September 19, 2007

7:00am – 6:30pm	Registration
11:00am	<b>Pre-conference Event Processing and BAM Tutorial</b> W. Roy Schulte, VP & Distinguished Analyst and Bill Gassman, Research Director, Gartner
12:00pm	Lunch
1:00pm	<b>Welcome — Opening</b> W. Roy Schulte & Bill Gassman
1:15pm	<b>K1. Keynote: Event Processing Scenario — Modern Approaches to Competitive Advantage</b> W. Roy Schulte, VP & Distinguished Analyst, Gartner
2:30pm	<b>K2. Keynote: Business Activity Monitoring Scenario — Processing Events into Awareness</b> Bill Gassman, Research Director, Gartner
3:45pm	Solution Provider & Case Study Sessions
5:00pm	<b>K3. Keynote: Evaluating Costs and Benefits of Event-driven Applications</b> Dr. Mani Chandy, Simon Ramo Professor of Computer Science, California Institute of Technology
6:00pm	Solution Showcase Reception
8:00pm	Day adjourns

## Thursday, September 20, 2007

7:00am	Breakfast		
	<b>Track A</b>	<b>Track B</b>	<b>Track C</b>
	<b>Event Processing</b>	<b>Business Activity Monitoring</b>	<b>Event Processing in Banking and Capital Markets</b>
8:00am	<b>A1.</b> Case Study: US Army Intelligence Delivers Event Driven Systems to the Warfighter via SOA and Web 2.0	<b>B1.</b> Using Pub/Sub and Events to Enhance Business Process Management Solutions	<b>C1.</b> Seizing the Business Value from Events in the Banking and Capital Markets Industry
9:15am	Solution Provider & Case Study Sessions		
10:30am	<b>A2.</b> Event-driven Application Platforms: The State of the Art in Extreme OLTP	<b>B2.</b> Making Business Intelligence Actionable with Events, Process Awareness and Traditional Reporting	<b>C2.</b> Case Study: Adventures in High Velocity Finance: Uses of Complex Event Processing in Algorithmic Trading
11:45am	<b>A3.</b> Selecting Integration Technology for SOA and EDA	<b>B3.</b> Case Study: Applying Event Processing to Web Clickstream Analysis	<b>C3.</b> Case Study: Evolution of FX Trading – The Arms Race Has Begun
12:45pm	Lunch and Solution Showcase Dessert Reception		
2:30pm	<b>A4.</b> Case Study: Using Event Processing to Improve Energy Trading	<b>B4.</b> Security Event Management	<b>C4.</b> Case Study: Event Processing as a Core Capability of Your Content Distribution Fabric
3:45pm	Solution Provider & Case Study Sessions		
5:00pm	<b>A5.</b> Web 2.0 and SOA for Event Driven Situational Awareness Applications	<b>B5.</b> Processing IT Operations Events with Business Service Management	<b>C5.</b> Case Study: Optimizing Event Processing Through State-of-the-Art High Speed Messaging
6:00pm	Sponsor Hospitality Suites		
9:00pm	Day adjourns		

## Friday, September 21, 2007

7:30am	Breakfast with the Analysts
8:30am	<b>A6.</b> Industry Standards for Event Processing – Panel Discussion
	<b>B6.</b> Making the Business Case for BAM
9:45am	<b>A7.</b> Getting Started in CEP: How to Build an Event Processing Application
	<b>B7.</b> Case Study: BAM Helps Deliver Paychecks at AQA – A UK Assessment Board
11:00am	<b>K4. Closing Keynote: Event Processing 2008: Past, Present, and Future</b> Dr. David Luckham, Professor Emeritus, Stanford University; Author of <i>The Power of Events</i>
12:00pm	Conference adjourns

AS OF JUNE 29, 2007 AND SUBJECT TO CHANGE.

**EP & BAM are rapidly moving from cutting edge to mission critical. Will you be ready?**  
Within five years, Event Processing and BAM technologies will be pervasive in many applications across all industries. Get a roadmap from early adopters who have blazed the trail.

# Session Descriptions

## Pre-Conference Tutorial

### T. Event Processing and BAM Tutorial

This pre-conference tutorial is an introductory session aimed at those who are new to the field of Event Processing and Business Activity Monitoring (BAM). The presentation will explain the terminology and basic concepts behind events, Event Stream processing (ESP), Event-driven architecture (EDA), Complex-Event Processing (CEP), BAM, business dashboards and business process monitoring. Attendees will see the fundamental design patterns used in different kinds of EDA and BAM applications which will provide a solid background for participating in the rest of the conference.

**W. Roy Schulte, VP & Distinguished Analyst, and Bill Gassman, Research Director, Gartner**

## Track A: Event Processing

### A1. Case Study: US Army Intelligence Delivers Event-Driven Systems to the Warfighter via SOA and Web 2.0

The US Army Intelligence community must integrate over 25 systems spanning seven intelligence domains to deliver the warfighter an integrated view of the battle space threat from space to mud. They are employing Service-oriented architecture and Web 2.0 to collect, process, and visualize event information from a myriad of battlefield intelligence sensors. This case study covers critical lessons learned that all organizations will face when building sophisticated Event Processing systems using SOA and Web 2.0.

- How does Army intelligence employ SOA and Web 2.0 to deliver robust Event Processing systems?
- What mission value is Army Intelligence gaining by employing SOA and Web 2.0 for Event Processing systems?
- What are key lessons learned when using SOA and Web 2.0 for Event Processing systems?

**Greg Wenzel and Eric Yuan, Booz, Allen & Hamilton**

### A2. Event-driven Application Platforms: The State of the Art in Extreme OLTP

While the prevailing Java EE and .NET platforms are based on an RPC model, the fastest and most agile enterprise platforms are Event-driven. As performance demands increase, vendors and leading-edge users are turning to a new generation of event-driven platforms. This presentation examines the general characteristics and product specifics of these systems.

- How will event-driven application platforms differ from traditional application servers?
- What strategies will vendors adopt for event-driven platform middleware?
- What will be the best practices for users during the evolution of event-driven platforms and standards?

**Yefim Natis, VP Distinguished Analyst, Gartner**

### A3. Selecting Integration Technology for SOA and EDA

Service-oriented architecture and Event-driven architecture are proving to be powerful architectures for implementing the complex and agile application systems required to address the quickly changing business requirements of organizations. Reactive application systems require modern sophisticated infrastructure.

- What are the required features of integration technology for usage scenarios involving SOA and EDA?
- What information is available about vendors that offer those features, including the Gartner Magic Quadrant for backend integration?
- What is a disciplined approach to selecting infrastructure products?

**Jess Thompson, Research VP, Gartner**

### A4. Case Study: Using Event Processing To Improve Energy Trading

ISO New England, an electricity trading company, successfully demonstrated the use of Complex Event Processing to detect potential problems in real time and react before problems become manifested. The project used commercial integration and event management products for monitoring, analyzing and logging business events emitted by application systems. This session will explain the general design approach, results achieved and lessons learned.

**Richard Brooks, Principal Systems Architect, ISO New England**

### A5. Web 2.0 and SOA for Event-Driven Situational Awareness Applications

The demand for Situational Awareness (SA) applications that aggregate events and related information is driving growth in Event Processing implementations enabled by SOA and Web 2.0. SOA and Web 2.0 are a good combination for EP systems. SOA/Web services provide a means to orchestrate events from multiple sources while Web 2.0

technologies such as mashups, widgets and AJAX deliver a powerful presentation mechanism for event visualization. Key issues discussed in this presentation include:

- What Web 2.0 technologies and practices enable rapid development of event-driven Situational Awareness applications?
- How can SOA deliver robust event handling for highly scaleable and adaptable EP systems?
- What is the current state of EP vendor products and how are they evolving?

**Yefim Natis, VP Distinguished Analyst, Gartner**

### A6. Industry Standards for Event Processing – Panel Discussion

Industry standards are already available for some aspects of event processing, but major gaps remain. Three industry experts will explore the prospects for EDA standards in an interactive panel discussion. Audience members are encouraged to participate with questions and comments.

- What kinds of standards would be beneficial to user enterprises?
- When will formal standards for event processing appear and be implemented in commercial use?
- Which standards organizations will lead the charge to develop EDA standards?

**W. Roy Schulte, Gartner**

### A7. Getting Started in CEP: How to Build an Event Processing Application

Complex Event Processing (CEP) is a promising new technology that aims to enable businesses to quickly identify and respond to both threats and opportunities. Many companies are interested in the promise of CEP but they are unsure where to begin.

- How do businesses “get started” to leverage CEP?
- What are best practices to consider when building a CEP application?

**Tim Bass, Founder and CTO, SilkRoad Inc.**

# Session Descriptions

## Track B: Business Activity Monitoring

### B1. Using Pub/Sub and Events to Enhance Business Process Management Solutions

Many companies are looking for the best ways to achieve the benefits of business process modeling, runtime process management and business process monitoring. However, the relationship between Business Process Management, Event Processing and the enabling enterprise service bus middleware is not widely understood. This session presents the work of an innovative project that has developed a powerful, new architecture for applying content-based publish-and-subscribe to enhance implementation in large-scale, event-driven distributed applications.

- How does real-time process monitoring work?
- Where is the value in real-time process monitoring? What are the challenges?
- Which technologies are available to monitor processes in real-time?

**Dr. H. Arno Jacobsen, University of Toronto**

### B2. Making Business Intelligence Actionable with Events, Process Awareness and Traditional Reporting

For the last 15 years, the majority of BI applications have been focused on reporting, but a few visionary BI leaders are starting to blaze a new path. Using event triggers or process orchestration, business processes are improved by inserting BI artifacts such as a query result, a score from a predictive model, or a calculated metric directly in the steps of a workflow. Called Process Driven BI, this is a fundamentally different approach to BI architecture that will require new skill sets and technologies. This presentation will discuss the following key issues:

- What is Process Driven BI and how is it different than Report Driven BI?

- Which emerging technologies are required to deliver on the Process Driven BI vision?
- How can BI architectures change from daily batch updates to adopt Event-driven processing in support of Process Driven BI?

**Kurt Schlegel, Research Director, Gartner**

### B3. Case Study: Applying Event Processing to Web Clickstream Analysis – Sallie Mae

Representatives from Sallie Mae will present how the integration of Web analytics, customer experience monitoring and Complex Event Processing solutions drives real-time Business Activity Monitoring, dashboards, business process alerting, and advanced analytics. With Complex Event Processing, Sallie Mae is able to look for patterns of behavior from both a marketing (e.g., automated content targeting, uplift monitoring) and operations (e.g., IT system performance, fraud monitoring, cross channel correlation) perspective.

**Joe Tooman and Eric Bruner, Sallie Mae**

### B4. Security Information and Event Management

Security Information and Event Management technology is a high-growth market driven by customer needs to process and analyze security event data in real time for threat management and compliance reporting. This presentation provides insight on Security Information and Event Management deployments that solve pressing problems in security and compliance, such as detecting intrusions, reporting privileged user activities and retaining event logs. Scalability, deployment flexibility, embedded security knowledge, and the move up into the application stack will be discussed.

- What is Security Information and Event Management technology and what problems does it solve?

- What capabilities are key to providing security information and event management functions?
- How is Security Information and Event Management technology deployed to solve specific security and compliance problems?

**Kelly Kavanagh, Principal Research Analyst, Gartner**

### B5. Processing IT Operations Events with Business Service Management

Business Service Management tools use Event Processing to provide faster and better insight into the business impact of IT conditions. Availability and performance events collected from the IT infrastructure are mapped to business-oriented IT services that enable business processes. Understanding where Business Service Management has come from and where it's going will help formulate Business Activity Monitoring deployment strategies.

- What are the business drivers demanding tighter alignment between IT operations management and business processes?
- What is Business Service Management; and what is the relationship between BSM, IT event correlation and analysis and Business Activity Monitoring?
- What are the critical success factors in achieving Business Service Management?

**Debra Curtis, Research VP, Gartner**

### B6. Making the Business Case for BAM

Business Activity Monitoring is gaining visibility from a number of directions but the picture isn't always clear. Understanding the potential benefit and estimating the actual business value are two critical aspects of predicting future success with BAM.

- What is a quantifiable approach to identifying business activities which are the best candidates for monitoring?
- How can the expected return on investment be measured?
- What is a vendor-neutral approach that can be applied to any Business Activity Monitoring solution or provider?

**Craig Olson, Systar**

### B7. Case Study: BAM Helps Deliver Paychecks at AQA – A UK Assessment Board

Process automation and agility are key enablers to high business performance, but since all processes decay over time, it is imperative that a program of continuous process monitoring and improvement be implemented. Business Activity Monitoring (BAM) is the critical technology in supporting such initiatives. To illustrate how BAM can add real business value, this Case Study will demonstrate how AQA has implemented BAM to help control and manage an underperforming Payment Process that was reaching the breaking point. This session will take you through a staged approach to BAM implementation – utilizing Lean Six Sigma to define in-process metrics, dashboards to deliver these metrics to relevant stakeholders prompting manual actions, moving eventually towards Event Driven processes with these actions automated. The transition between the stages will be discussed; introducing key lessons learned and best practice to take-away, with an update of the benefits realized at AQA.

**Mark Simpson, Director of SOA, Griffiths Waite**



# Session Descriptions

## Track C: Event Processing in Banking and Capital Markets

### C1. Seizing the Business Value from Events in the Banking and Capital Markets Industry

Sources, kinds, speeds, volumes, and applications of events in financial markets are exploding. Properly harnessed, they create competitive advantage by fueling trading strategies, uncovering fraud, triggering risk responses, and driving customer strategies. Unharnessed, they will drag your firm into chaos. We examine opportunities, risks and industry learnings for deploying event technologies:

- What are the implications of increasing electronification, volumes, speed, regulation and complexity for Event Processing in the investment services industry?
- Where and how are financial services firms successfully deploying event technologies?
- How ready is the industry – and how can you help your firm gain the lead?

**Mary Knox, Research Director, Gartner**

### C2. Adventures in High Velocity Finance: Uses of Complex Event Processing in Algorithmic Trading

This session will discuss the practical use of event processing to implement algorithmic trading using statistical arbitrage. The Managing Director in charge of the project will provide a first hand description of the technical strategy, tool selection, costs, benefits, business goals, what worked, and what needed to be changed.

- Uses of Event Processing in Trade Selection
- Atomic Risk Control
- High Velocity Order Management
- Staying Ahead of the Curve

**Louis J. Morgan, Managing Director, HG Trading, LLC**

### C3. Case Study: Evolution of FX Trading – The Arms Race Has Begun

This session will discuss the practical use of Event Processing to implement foreign currency trading. The lead architect for the project will discuss how the application was developed and outline the role of commercial software tools in the solution. He will also show how the results are displayed graphically to provide traders with a deep, real-time awareness of the foreign currency market. Topics include:

- Splitting the atom – tools of the trade for interpreting and processing tick data
- Applied science – what to do with the data, turning ticks into dollars
- What's ahead – where are the major players headed next?

**Kelly Adams, Chief Technology Officer, FX Concepts, Inc.**

### C4. Case Study: Event Processing as a Core Capability of Your Content Distribution Fabric

Financial markets measure time in milliseconds. Market data has been streamed for years and other content, including news, investment research, SEC filings and broker estimates will soon be streamed too. This session will discuss the lessons learned by Thomson when dealing with multiple forms of data with low latency requirements.

- Topics discussed will include:
- Building from a new-generation market data distribution architecture
  - Creating an XML network using “content-aware” hardware routers to route and distribute news and more
  - Using CEP to process streams of orders and indications to analyze “flow”

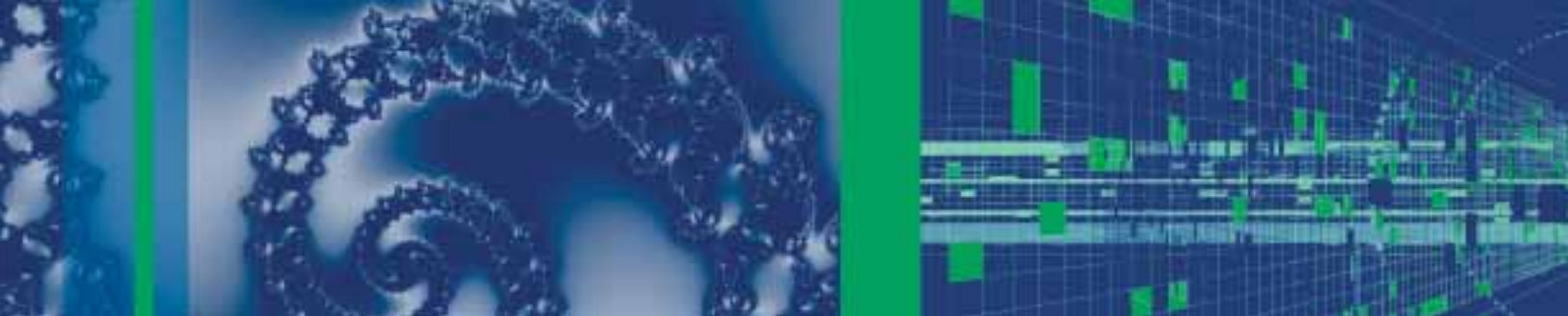
**Ian Koenig, Chief Architect, Thomson Financial**

### C5. Case Study: Optimizing Event Processing Through State-of-the-Art High Speed Messaging

Visit [gartner.com/us/processing](http://gartner.com/us/processing) for updates.



**Gartner Predicts:**  
More than two-thirds of large enterprises will use commercial CEP software in business applications and processes by 2012 (0.7 probability), up from about 5% in 2007.



## Still unsure where and how to get maximum value from Event Processing and Business Activity Monitoring?



- Are you able to rapidly sense and respond to threats and opportunities?
- Are your systems delivering ultra-low latency insights to help you make faster and better decisions than your competitors?
- Do you have real-time visibility into your operations, supply chain, channels and customers?
- Do you respond with agility and precision to changing business and market conditions?
- Are you processing events in the supply chain and notifying users of problems?
- Can you verify you are doing what is necessary to maintain regulatory compliance?

Successful IT leaders can answer “yes” to all these critical questions. Be one of them: **Register now for the Gartner Event Processing Summit.**

Plus, enjoy special discounted pricing when you attend both events – a \$795 savings!

**Gartner**  
Business Process  
Management  
Summit 2007

SEPTEMBER 17-19  
[gartner.com/us/bpm-fall](http://gartner.com/us/bpm-fall)

## Gartner's Event Processing & Business Process Management Summits:

**Attend both and exponentially improve your *response-ability*!**

Why add Gartner's popular BPM conference to your Event Processing Summit itinerary? Because business processes are the link between business and IT. And, by combining these two Summits, you'll learn how to strengthen the connection like never before.

Start at the **Gartner Business Process Management Summit** (September 17-19) – the popular event where you'll get grounded in the latest techniques and tools necessary to create a process-rich strategy, build a process-aware organization and apply BPM-enabled technology.

The **Gartner Event Processing Summit** (September 19-21) picks up from there – and provides forward-looking organizations with the what's-next knowledge to understand and leverage event processing to make time-critical operational decisions and gain competitive advantage.

# Sponsors

## Event Processing and BAM Providers at your Service

At the Gartner Event Processing Summit you get the best of both worlds: the latest research and the newest technology solutions. The Solution Showcase features breakthrough innovations and relevant solutions. It's a great place to follow up on the information you received at a solution provider session or Gartner session. See live product demonstrations and have your project needs discussed in detail with senior technology providers in a purposely low-hype atmosphere.

### PLATINUM



Agent Logic transfers the power of CEP into the user's hands while minimizing the impact on IT resources. Agent Logic enables users to create personalized rules to identify, assess, and manage opportunities and threats. These user-driven rules detect changes in external or internal events; perform analysis, aggregation, and correlation across events; and activate responses directed to other users or systems.

[www.agentlogic.com](http://www.agentlogic.com)



BEA Systems, Inc. (Nasdaq: BEAS) is a world leader in enterprise infrastructure software. The BEA SOA 360™ platform, the industry's most unified SOA platform for business transformation and optimization, is designed to improve cost structures and grow new revenue streams. Information about how BEA is enabling customers to achieve Business Liquid™ can be found at:

[www.bea.com](http://www.bea.com)



The Progress® Apama® platform is a comprehensive environment for building event processing applications, enabling organizations to monitor fast moving event streams, detect complex patterns, and take action. Apama provides complex event processing (CEP) and business activity monitoring (BAM) support for applications in a wide range of markets.

[www.progress.com/apama](http://www.progress.com/apama)



Aleri is the leading provider of high performance event processing technology, providing customers with a platform for rapid implementation of applications that analyze and act on fast moving data. Aleri has spent over 20 years building and supporting mission critical applications for banking and the capital markets and has a customer list that includes many of the world's largest banks.

[www.aleri.com](http://www.aleri.com)



Event Zero was born from the realization that organizations don't understand what is happening at the grass roots level. Event Zero captures information from across the organization, by transforming relevant data into micro events. This provides companies with the knowledge to solve organizational level issues instantly. By incorporating the new innovative event-driven software; 'Event Foundation', organizations are able to solve a plethora of risks or threats, and provide new opportunities.

[www.event-zero.com](http://www.event-zero.com)



TIBCO Software Inc. is a leading business integration and process management software company that enables real-time business. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to over 3,000 customers around the world and in a wide variety of industries.

[www.tibco.com](http://www.tibco.com)

### SILVER

- AptSoft Corporation
- Coral8, Inc.
- Corporater
- Decision-Zone
- IBM
- Oracle Fusion Middleware
- SeeWhy Software
- Solace Systems
- StreamBase Systems
- Systar, Inc.

### MEDIA PARTNERS



Priority Code:

© 2007 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark

## Gartner Event Processing Summit 2007

SEPTEMBER 19-21  
JW MARRIOTT GRANDE LAKES  
ORLANDO, FLORIDA

## Maximize your rapid response capabilities

Expand your itinerary and your expertise by attending the hugely successful Gartner Business Process Management Summit prior to Event Processing on September 16-19. Choose both and enjoy special discounted pricing. (See page 10 for details.)

## How to Register

### 5 Ways to Register

Web: [gartner.com/us/processing](http://gartner.com/us/processing)

Telephone: +1 800 778 1997

or +1 203 316 6757

Email: [gartner.events@gartner.com](mailto:gartner.events@gartner.com)

Fax: +1 866 333 0114

Mail: Gartner, Inc.,

P.O. Box 911319

Dallas, TX 75391-1319

### Registration Fees

Conference registration fee includes: conference attendance, documentation and planned functions.

### Event Processing Summit:

\$1,695 Standard Price

### Early Bird Price: \$1,495

(BY JULY 27, 2007 WITH CREDIT CARD PAYMENT)

### Best Value – Combination Price:

Event Processing Summit + Business  
Process Management Summit

\$2,695 Standard Price

### Early Bird Price: \$2,395

(a savings of \$795)

(BY JULY 27, 2007 WITH CREDIT CARD PAYMENT)

### Priority Code

Please help us to better serve your needs by providing the priority code in the blue box at the top of this page (above your address information) when you register.

### Save Time

- Register early and we'll send you your fast track entry badge so you can skip the lines

### Save Money

- Team Discount: Register five colleagues from the same company at the same time with payment and the fifth colleague attends free. Discount invalid for Gartner ticketholder and special pricing options
- Low Hotel Rates: Only \$199 a night with a Gartner group rate if you reserve by August 27, 2007
- Air Fare Savings: Receive negotiated discounts from one of four major airlines
- Rental Car Savings: Special discounts for Enterprise car rentals

For details on travel discount information, go to [gartner.com/us/processing](http://gartner.com/us/processing) and click on Hotel/Travel

### Gartner Clients

We accept Gartner conference tickets as full payment. If you are a client with questions about tickets, please contact your sales representative.

### Interested in becoming a Gartner client?

E-mail: [client.info@gartner.com](mailto:client.info@gartner.com)

Phone: +1 203 316 1111



### Hotel Information

Make your hotel reservations directly with the hotel at the same time you register for the conference.

### JW Marriott Grande Lakes

4040 Central Florida Parkway

Orlando, FL 32837

Phone: +1 407 393 2300

Toll Free: +1 800 682 9956

Fax: +1 407 206 2301