

# Axway Connections 2007

## Customer Convention: Daily Agenda

*Axway  
Connections  
2007*

GET *hip* TO  
COLLABORATION  
OCTOBER 16-18, 2007  
HOTEL VALLEY HO  
SCOTTSDALE, ARIZONA

### Tuesday, 16 October 2007

12:00 pm – 6:00 pm	Registration Hotel Valley Ho – Lobby
7:00 pm – 9:00 pm	<b>Welcome Reception</b> Hotel Valley Ho – Rooftop Deck

### Wednesday, 17 October 2007

#### Day 1: Customer Convention – General Sessions

7:00 am – 5:00 pm	Registration Desk Open Hotel Valley Ho – Lobby
7:00 am – 8:00 am	Breakfast
8:00 am – 9:00 am	<b>Keynote Speaker</b> Benoit Lheureux, Research Director, Gartner
9:00 am – 9:15 am	Break
9:15 am – 10:15 am	<b>Welcome and Axway Strategic Direction</b> Axway CEO, Christophe Fabre
10:15 am – 10:30 am	Break
10:30 am – 11:30 am	<b>Axway's Synchrony™ Framework Strategy</b> Axway CTO, Dave Bennett
11:30 am – 12:30 pm	"Birds of a Feather" Lunch for All Attendees Palm Courtyard
11:30 am – 12:30 pm	Special Lunch for Prospective Customers (Meet with Axway Executives) ZuZu Restaurant

#### Convention Sessions

	Healthcare	Financial Services	Solutions
12:45 pm – 1:45pm	<b>Supply Chain Integrity Strategies</b>	<b>Axway's Financial Services Solutions: A Strategic Roadmap</b>	<b>Axway Synchrony Framework &amp; Product Roadmap</b>
1:45 pm – 2:00 pm	Break		
2:00 pm – 3:00 pm	<b>Cardinal Specialty Services: Best Practices for Enhancing Partner Collaboration</b>	<b>The Expansion of Electronic Payment Services</b>	<b>Axway Synchrony – "What does it mean for me?"</b>
3:00 pm – 3:15 pm	Break		
3:15 pm – 4:15 pm	<b>Unraveling the Pedigree Puzzle</b>	<b>Wells Fargo &amp; Company Case Study</b>	<b>Synchrony 4.0 – Real world solutions to provide visibility and control for internal and external data movements</b>
4:15 pm – 4:30 pm	Break		
4:30 pm – 5:30 pm	<b>Protecting and Growing Your Investment with Axway Managed Services</b>		
7:00 pm – 9:00 pm	Casino Night and Poolside Dinner Hotel Valley Ho		

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## Customer Convention: Daily Agenda cont.

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### Thursday, 18 October 2007

#### Day 2: Customer Convention – General Sessions

7:00 am – 5:00 pm	Registration Desk Hotel Valley Ho – Lobby
7:30 am – 8:30 am	Continental Breakfast
8:00 am – 12:00 pm	Customer Testimonials (please sign-up at the hospitality desk)

#### Convention Sessions

	Healthcare	Financial Services	Supply Chain
8:30 am – 9:30 am	<b>Evolution of eCommerce and Community 2.0</b>	<b>Customer Case Studies: Payment Integration and Visibility</b>	<b>Axway's Supply Chain Solutions: Strategy &amp; Roadmap</b>
9:30 am – 9:45 am	Break		
9:45 am – 10:45 am	<b>From Compliance to Business Agility</b>	<b>Integration Inside and Out – The Synchrony™ Financial Exchange Framework</b>	<b>Visibility and Integrity Across Your Supply Chain</b>
10:45 am – 11:00 am	Break		
11:00 am – 12:00 pm	<b>AstraZeneca Case Study: Driving Value with a Supply Chain Integrity Strategy (Joint session with Supply Chain)</b>	<b>Path to Performance – Scalability for High Volume and Large File Processing</b>	<b>AstraZeneca Case Study: Driving Value with a Supply Chain Integrity Strategy (Joint session with Healthcare)</b>
12:00 pm – 1:00 pm	Farewell Lunch in Palm Courtyard For those playing golf, box lunches will be provided on the course		
1:00 pm – 4:00 pm	Spa or Golf for pre-registered attendees		
1:00 pm – 4:00 pm	<b>Demos and/or Pre-scheduled One-on-One Meetings with Axway Execs and Team Members</b>		

### Friday, 19 October 2007

#### Post-Convention Technical Workshop for Interchange Customers (SOLD OUT)

8:00 am – 8:30 am	Shuttle to Axway HQ Hotel Valley Ho – Lobby
8:30 am – 9:00 am	Continental Breakfast Axway HQ – Lobby
9:00 am – 11:00 am	<b>Interchange to Synchrony 4</b> Axway HQ – Training Room
11:00 am – 12:00 pm	Lunch Axway HQ – Lobby
12:00 pm – 2:00 pm	<b>How to Connect Integrator and Sentinel to Interchange – with Demo</b> Axway HQ – Training Room