

Axway Connections 2007

Customer Convention: Session Details

Axway
Connections
2007

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

FINANCIAL SERVICES SESSIONS

Axway's Financial Services Solutions: A Strategic Roadmap

When: Wednesday, 17 October 2007 - 12:45pm-1:45pm

Speaker: Jim Haggard, Solutions Director - Financial Services, Axway

Axway's current strategic direction for financial services solutions is evolving. In this session, Axway will highlight several business scenarios involving global payment integration and visibility, SWIFTNet, trade exchange, loan document management and claims management. You will hear how Axway Synchrony's service-orientated architecture (SOA) is applied to provide collaborative business solutions today – and Axway's vision for tomorrow's collaborative business requirements.

The Expansion of Electronic Payment Services

When: Wednesday, 17 October 2007 - 2:00pm-3:00pm

Speakers: Marsha Jones, ACH Product Manager, NCHA/PRO & Jim Haggard, Solutions Director – Financial Services, Axway

Identifying and negotiating land mines associated with expanding the electronic payment services provided to commercial and retail customers are key to maintaining a competitive advantage. In this session, Axway will discuss how business scenarios, goals and solutions will range from business drivers such as decreasing the costs of paper check processing, improving security and privacy controls, and improving straight-through-processing services between banks and customers. You will learn about Axway's Synchrony™ solutions that support NACHA, Check 21, check conversion, SWIFTNet and SEPA.

Wells Fargo & Company Case Study

When: Wednesday, 17 October 2007 - 3:15pm-4:15pm

Speakers: Brad Stewart, Senior Vice President and Group Product Manager, Wells Fargo & Co.

Improving the customer experience is easier said than done. In this session you will learn how Wells Fargo & Company achieved double-digit growth by becoming easier to do business with. Wells Fargo & Company (NYSE: WFC) is a diversified financial services company providing banking, insurance, investments, mortgage and consumer finance through almost 6,000 stores, the Internet and other distribution channels across North America and internationally.

Topics that will be covered include:

- Industry Trends: Shifting from paper to electronic processing; Serving global customers
- The impact on customers and internal back-office operations
- Working through organizational and technology roadblocks
- Solution and Product considerations

Customer Case Studies: Payment Integration and Visibility

When: Thursday, 18 October 2007 - 8:30am-9:30am

Speaker: Jim Haggard, Solutions Director, Axway

Two customer case studies will be discussed that demonstrate how a major U.S bank and a leading global bank use Managed File Transfer and Business Activity Monitoring (BAM) to achieve quality-of-service and operational efficiency. The case studies will highlight:

- Business requirements driving ACH and card payment activity monitoring
- How BAM can be applied to system integration, managed file transfer, messaging and B2Bi
- Real-time alerting, visibility and dashboards for measuring compliance, service level agreements and key performance indicators

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FINANCIAL SERVICES SESSIONS cont.

Integration Inside and Out – The Synchrony™ Financial Exchange Framework

When: Thursday, 18 October 2007 – 9:45am – 10:45am

Speakers: Jim Haggard, Solutions Director, Axway & John Applegate, Director, Solution Architecture, Axway

This session will cover the integration capabilities provided by the Synchrony Financial Exchange Framework. The focus will be on how Synchrony's service-oriented architecture (SOA) addresses a range of integration needs for financial institutions with technologies that include data transformation, workflow, process management, business community management and business activity monitoring (BAM). Integration topics will include system-to-system and application-to-application using file transfer, adapters, APIs, UDDI compliant services, Web services, plus business-to-business (B2B) integration using FTP, AS2, ebXML, HTTP, etc.

Path to Performance - Scalability for High Volume and Large File Processing

When: Thursday, 18 October 2007 - 11:00am-12:00pm

Speakers: Kate Wambach, Solution Director - Financial Services, Axway & Shawn Ryan, Director, Sales Operations, Chief Architect

For growing and evolving high-volume message and file processing environments, performance and scalability are not options—they are mission-critical. This session will cover how Synchrony's service-oriented architecture (SOA) provides the scalability and flexibility required for processing high-volumes – and not just high-volumes of small messages and files, but also large files. In addition, you will learn about load-balancing features that include clustering and distribution of multiple components.

HEALTHCARE SESSIONS

Supply Chain Integrity Strategies

When: Wednesday, 17 October 2007 - 12:45pm-1:45pm

Speakers: Joe Slota, Partner, Deloitte & Paul Fowler, Axway, VP Healthcare & Life Sciences Global Strategy & Solutions Marketing

The complexity of global supply chains is increasing due to emerging distribution practices including specialty products, high cost value chains, and anytime, anywhere product delivery. In this increasingly complex environment business survival depends on business agility, securing the value chain and dynamic specialization. Improving the intelligence of multi-enterprise interaction will allow business communities to evolve shared collaborative environments and innovate the next generation of business processes. Hear how Axway is leading the evolution of community management, collaborative business decision-making and adaptive learning strategies.

Cardinal Specialty Services: Best Practices for Enhancing Partner Collaboration

When: Wednesday, 17 October 2007 - 2:00pm-3:00pm

Speakers: Rob Brown, Sr. Director of Sales and Account Management, Cardinal SPS & Daryl Eicher, VP Industry Solutions, Axway

By transforming information, informatics solutions enable sound business decisions that can monitor agreements, streamline operations, and improve supply chain integrity. Numerous regulatory and industry initiatives have resulted in a collaborative revolution — information about product activity is now openly shared between supply chain partners. This trend will continue as all partners in the healthcare supply chain gain new business value from this shared information.

You will hear how Cardinal Specialty Services uses the power of collaborative information for streamlining business processes. Learn how they are leveraging their fee-for-service agreement management best practices to provide new services to their customers. Hear how emerging best practices services enhance collaboration with even your smallest trading partners.

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HEALTHCARE SESSIONS cont.

Unraveling the Pedigree Puzzle

When: Wednesday, 17 October 2007 - 3:15pm-4:15pm

Speakers: Kim Loughhead, Director, Healthcare Business Development Axway & John Howells, Director of Industry Relations, HDMA

As a recipient of the 2007 HDMA iBusiness Solution Award for our ePedigree solution, Axway understands that combating the growing problem of counterfeit drugs is a high priority for regulators and the pharmaceutical industry. It has been a busy year for pedigree legislation: To-date, over 17 states have introduced bills, making a total of 34 states that currently have active pedigree legislation. So what does this mean for you and your business operation?

You will get a state-by-state legislative update, including Prescription Drug Marketing Act (PDMA) and California pedigree. Learn about the key issues facing the healthcare industry, emerging business practice and technology trends, and the implications to your business practices.

Evolution of eCommerce and Community 2.0

When: Thursday, 18 October 2007 - 8:30am-9:30am

Speakers: Paul Fowler, VP Healthcare & Life Sciences Global Strategy & Solutions Marketing, Axway

Industry, customer and business processes continue to transform and shift responsibilities driving the evolution of multi-enterprise collaboration. For businesses to remain relevant, they must be agile enough to synchronize business and technology changes rapidly and recognize collaborative innovation opportunities across their communities. The collaborative explosion in Healthcare is creating opportunities for companies to innovate existing business processes. Hear how trading partner management will evolve to adaptive community management and enable these new collaborative concepts.

From Compliance to Business Agility

When: Thursday, 18 October 2007 - 9:45am-10:45am

Speakers: Bob Sabers, VP Strategic Purchasing, Cardinal Health & Daryl Eicher, VP Industry Solutions, Axway

Moderator: Paul Fowler, VP Healthcare & Life Sciences Global Strategy & Solutions Marketing, Axway

Companies struggling to comply with government regulatory mandates should discover how these changes enable business agility. Hear from a group the industry experts on how recent regulatory and market changes such as SOX, CSOS, Pedigree and Fee-for-Service Agreements have driven an explosion in collaborative business practices and changed how the industry does business. The group will also discuss how the industry could capitalize on this cohesion of collaborative technology and business practices to make themselves and their partners more agile.

AstraZeneca Case Study: Driving Value with a Supply Chain Integrity Strategy (Joint Session with Supply Chain)

When: Thursday, 18 October 2007 - 11:00am-12:00pm

Speakers: Paul Fowler, VP Healthcare & Life Sciences Global Strategy & Solutions Marketing, Axway, Kim Loughhead, Director Solutions Marketing, Axway & Ulf Persson, Solutions Director, Axway

Supply chain integrity includes assuring product security, efficient delivery and item quality. They include using technology, business process and collaborative intelligence to detect and correct supply chain anomalies. Learn what to consider when developing a supply chain integrity strategy that includes enabling broad connectivity to trading partner communities and ensuring data quality which drives new value into the enterprise by creating insights into supply chain performance. Hear how Axway can enable secure, efficient and innovative supply chain strategies.

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SOLUTIONS SESSIONS

Axway Synchrony Framework and Product Roadmap

When: Wednesday, 17 October 2007 - 12:45pm-1:45pm

Speaker: Ulf Persson, Solutions Director, Axway, Antoine Leclercq, VP Product Management, Axway & Dale Moberg, Chief Architect, CTO Office, Axway

Axway's core offering, Synchrony™, includes technology components, collaborative business solutions and services. Synchrony provides a comprehensive solution to address your integration, business-to-business (B2B) collaboration and compliance initiatives. Synchrony's components work together in the service-oriented architecture (SOA) model so you can start anywhere and leverage your existing technology investments. This session will emphasize the overall Synchrony product and solution roadmap, including details for the different components within the Synchrony framework.

Axway Synchrony 4.0 – "What does it mean for me?"

When: Wednesday, 17 October 2007 - 2:00pm-3:00pm

Speaker: Stefan Magnusson, Manager Business Systems, SECO TOOLS AB & Ulf Persson, Solutions Director, Axway

Progressively refined and enhanced, Axway's latest version of its Synchrony™ framework and services create competitive advantages for your enterprise by enabling and delivering collaborative business solutions. Synchrony establishes dynamic connections, within and among enterprises, streamlining business processes between you, your suppliers as well as your trading partners. In this session you will learn about the new features and functionality available within Synchrony 4.0 to make your company easier to do business with.

Axway Synchrony 4.0 - Real world solutions to provide visibility and control for internal and external data movements

When: Wednesday, 17 October 2007 - 3:15pm-4:15pm

Speakers: Ulf Persson, Solutions Director - Emerging Markets, Axway

This session will showcase real-world solutions and business scenarios using specific features within Synchrony 4.0 related to trading partner management, end-to-end monitoring and community management.

SUPPLY CHAIN SESSIONS

Axway's Supply Chain Solutions: Strategy & Roadmap

When: Thursday, 18 October 2007 - 8:30am-9:30am

Speakers: Ulf Persson, Solutions Director - Emerging Markets, Axway & Wayne Munn, Solutions Marketing Manager, Emerging Markets, Axway

Axway's Synchrony™ framework of solutions and services continues to evolve as we deliver competitive advantage based on industry trends and customer-driven needs. Axway's collaborative business solutions address your need to compete, partner and prosper in a dynamic and challenging global economy. In this session, Axway will elicit your input as we share with you our customer-driven strategy, vision and roadmap of collaborative business solutions related to:

- Supply chain efficiency and operation
- Supply chain visibility and safety
- Supply chain finance

SUPPLY CHAIN SESSIONS cont.

Visibility and Integrity Across Your Supply Chain

When: Thursday, 18 October 2007 – 9:45am-10:45am
Speakers: Ulf Persson, Solutions Director - Emerging Markets, Axway

In relation to the Axway supply chain strategy, this session will provide insight into the current trends in the supply chain domain. You will learn about the capabilities Axway is providing for supply chain visibility and integrity solutions. We will also present success stories on how Axway's supply chain solutions enabled our customers to boost short-term profitability and sustain long-term business prosperity by tackling real-world supply chain challenges such as:

- Reducing inventory-related costs
- Increasing sales and decreasing lost sales
- Shortening order-to-cash cycle times
- Improving customer satisfaction level and loyalty
- Enhancing vendor/supplier relationship management
- Elevating contract compliance degree

AstraZeneca Case Study: Driving Value with a Supply Chain Integrity Strategy (Joint Session with Healthcare)

When: Thursday, 18 October 2007 - 11:00am-12:00pm
Speakers: Paul Fowler, VP Healthcare & Life Sciences Global Strategy & Solutions Marketing, Axway, Kim Loughhead, Director Solutions Marketing, Axway & Ulf Persson, Solutions Director, Axway

Supply chain integrity includes assuring product security, efficient delivery and item quality. They include using technology, business process and collaborative intelligence to detect and correct supply chain anomalies.

Participants will hear what to consider when developing a supply chain integrity strategy. Learn how a successful strategy includes enabling broad connectivity to trading partner communities and ensuring data quality, which drives new value into the enterprise by creating insights into supply chain performance. Hear how Axway can enable secure, efficient and innovative supply chain strategies.

MANAGED SERVICES SESSIONS

Protecting and Growing Your Investment with Axway Managed Services

When: Wednesday, 17 October 2007 - 4:30pm-5:30pm
Speaker: Dennis DeSirey, Director - Managed Services, Axway

Managed Services at Axway has undergone significant enhancements in organization and offerings. This session will describe how you can benefit from the new offerings in Managed Services, as well as the changes to some of the existing offerings. You will learn the details about such offerings as Mission Critical Support, Software as a Service (SaaS), Operational Support, and EDI Translation Services. Discover how you can increase as well as protect the value of your software investment.

POST-CONVENTION TECHNICAL WORKSHOPS

Interchange to Synchrony 4

When: Friday, 19 October 2007 - 9:00am-11:00am
Audience: Technical Users of Axway Synchrony Gateway Interchange (formerly Cyclone Interchange)
Speakers: Ulf Persson, Solutions Director, Axway and Members of Axway Competency Center, Product Management and R&D

Join members of Axway's Competency Center, Product Management, and Research & Development for an in-depth showcase, demonstration and discussion on how Synchrony Gateway Interchange (formerly Cyclone Interchange) has been integrated into Synchrony 4 in terms of data exchange, visibility, back-end integration, transformation and trading partner management. Components that will be demonstrated are Synchrony Integrator, PassPort, Sentinel and Gateway Interchange. This session will also cover the near-term technical roadmap for Synchrony Gateway Interchange.